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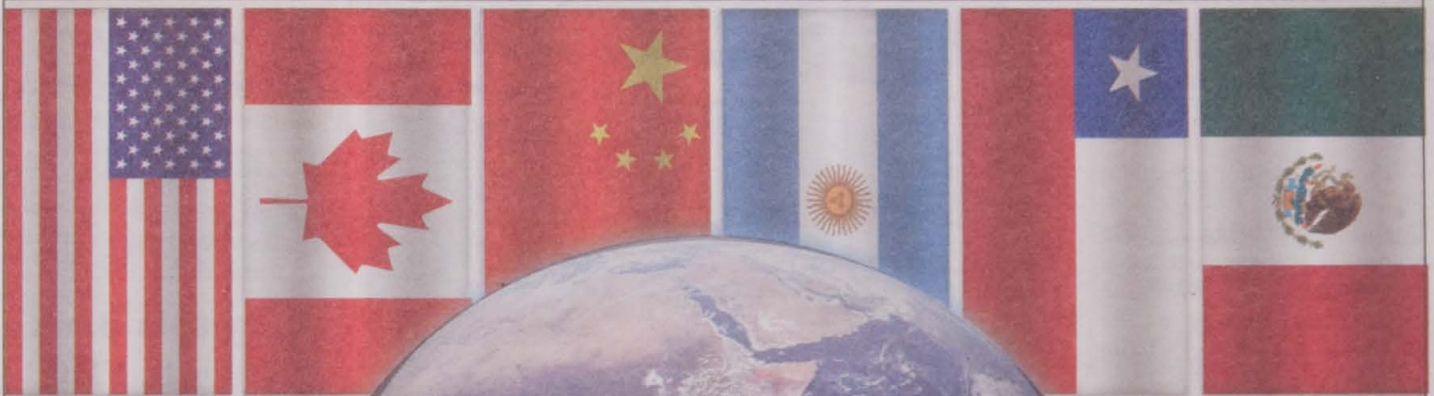
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May 2009



**CALIFORNIA'S
JOB LOSSES**
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**VISITING ROME
IN TWO DAYS**
PAGE 44

MAIL TO:

16th Annual Inland Empire **WORLD TRADE CONFERENCE**

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AT DEADLINE

The Next Revolution in Safety and Security

ON WEDNESDAY, MAY 13
AWARE SENSOR SYSTEMS

A network of cameras at the Bourns College of Engineering is being taught to recognize danger, act as a team to analyze the threat and respond intelligently to the situation. It could be a long, unsecured border, a massive industrial compound, a public water supply or any number of homeland security challenges.

So far the NSF, ONR, ARO and other funders have awarded more than \$5 million to build and use the research infrastructure at UC Riverside. That work will be the focus of this year's TechHorizons conference.

The challenge of achieving persistent situational awareness in machines will require new approaches to network architecture, data mining, and machine logic. These developments and more will be presented at TechHorizons 2009.

Keynote addresses will be given by Ian F. Akyildiz, an influential researcher in wireless networking from the Georgia Institute of Technology and Arun Hampapur, a Distinguished Engineer at IBM who is a pioneer in the development of video surveillance technology.

The work has broad implications for homeland security, corporate security, law enforcement, manufacturers, investors and many others.

To register, visit www.engr.ucr.edu/th09 Event includes lunch and networking reception.



Pacific Power Management adds another power plant

4,488 Mitsubishi Electric Modules installed at
Sierra Aluminum Company in Fontana

Pacific Power Management LLC announced that they have completed the design and installation of an 800 kilowatt power plant for Sierra Aluminum Company in Fontana. In addition to designing and building the solar power plant, PPM also financed the system under a power purchase agreement. Pacific Power Management's PPA program allows clients to install a power plant and buy solar power directly from PPM with a long-term agreement and no capital investment.

The state-of-the-art system at Sierra Aluminum is comprised of 4,488 Mitsubishi Electric 180 watt modules and 2 SatCon 500 kW inverters. The system performance will be monitored by Pacific Power Management's proprietary Web accessible, SolarWatch™ for real-time production measurement.

Shayne Seever, vice president of administration for Sierra Aluminum Company stated, "Sierra Aluminum Company strongly believes in sustainable energy and the responsible use of it. Over the years we have invested in many projects to reduce our energy usage and our impact on the environment. This solar power system is one more example of that commitment. We are especially pleased to be able to almost completely power one of our manufacturing plants with green energy. In fact, aluminum extrusions manufactured locally by Sierra Aluminum are on the roof of this building supporting the solar panels which include extrusions that contain over 40% recycled material."

The cost of the system's installation will be partially offset with \$1.7 million in solar rebates from SCE and is expected to generate 1.4 million kWh per year; meeting approximately [60-70] percent of the total energy requirements of Sierra Aluminum's manufacturing plant. The high-performance system will help reduce Sierra's carbon footprint by displacing over 48 million pounds of carbon dioxide and provide enough power to supply 2800 homes over a 25-year period. "It's a very positive sign to see a company like Sierra Aluminum thinking about its impact on the

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The Itsy Bitsy, Teeny Weenie iPod



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Temecula Bank Agrees to FDIC Cease-and-Desist Order

State and federal banking regulators are putting some heavy restrictions on Temecula Valley Bank so it won't slide into financial ruin.

Temecula Valley Bancorp, the parent of the bank, said the bank agreed to a cease-and-desist order issued by the Federal Deposit Insurance Corp. and California Department of Financial Institutions, which mandates the bank abide by numerous management and lending rules.

Regulators believe the bank "engaged in unsafe or unsound banking practices," according to documents filed with the Securities and Exchange Commission.

The bank's parent company reported a \$16 million loss for 2008 but was "well-capitalized" by regulatory standards as of Feb. 3.

The bank made loans on commercial construction projects and to small businesses, and the borrowers can't repay what they owe on time.

In December, Temecula Valley Bancorp said it was considering applying for money from the federal government's \$700 billion Financial Stability Plan, formerly called the

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Inland Empire Companies are Prime Targets for Relocation

By Bob Potter

The current economic downturn has reignited the stampede of economic development organizations trolling Southern California to recruit companies away. Multi-million-dollar campaigns are being mounted by out-of-state economic developers to attract Inland Empire companies and their jobs, touting relocation as a way to cut costs and maintain competitive advantage.

The current business climate in California supports the business cases being built by these outsiders. The state's reformed budget, with more than \$12 billion in tax increases, will impact small businesses struggling to survive. In this environment, the idea of moving to a place with lower taxes, lower workers' compensation rates and less-onerous permitting processes becomes more and more appealing.

In many cases, what's even more appealing to business owners and entrepreneurs is the notion that they are valued as important contributors to a region's economy. California has not supported business, but rather created barriers for them to succeed through higher taxes and cumbersome regulatory processes. These companies are quick to entertain the notion of relocating to places where they can get more for their money, feel valued and operate more profitably.

The Inland Northwest region, an area spanning part of eastern Washington and northern Idaho, has benefited from California's laissez-faire attitude. Case in point is that California economic development officials worked to keep only two of 73 companies that have relocated to this region from southern California. Interestingly, both were large, well-known California businesses. Even though the state tried to retain them, it was too late. These companies found the advantages elsewhere more compelling. Even in these challenging times, there is strong interest from Inland Empire companies to relocate elsewhere.

In order to retain companies and jobs in the Inland Empire, five critical factors should be addressed.

1. Get costs under control.

To keep companies from fleeing the state, California must learn how to manage its budget and cut back on spending.

Companies want a business case they can count on year after year, and they don't want to worry about what the state's legislature is going to do next. One of California's biggest weaknesses is its ever-increasing cost of doing

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ECONOMIC REPORT CALIFORNIA'S JOB LOSSES

In 2008, California lost -172,258 jobs (-1.1%). It started 2009 off -452,600 jobs (-3.0%). From January 2008-2009, the major losses in California's economy were in sectors important to the inland area. The state's three major declining sectors were construction (-121,600), retail (-110,800) and manufacturing (-78,300).

Those sectors ranked first (-22,400), second (-18,400) and third (-12,200) in the Inland Empire's January 2009 job declines. The major state gain was in health care (25,500) as it was in the inland area (2,500).

QER 2009 FORECAST

The QER's 2009 Inland Empire forecast is a loss of another -82,600 jobs (-6.7%), falling to 1,156,200. The area's January 2009 unemployment rate of 11.8% is expected to reach 13.5%. It currently ranks second to Detroit (11.9%). These estimates were created sector by sector based upon known local trends, with allowance for the area's strengths and weaknesses plus its relationship to California's difficulties and anticipated U.S. actions.

1. Clean Work, Good Paying (\$50,000 & up). The Inland Empire's better paying sectors are expected to lose -3,500 jobs in 2009 or -1.6%. This will be a reversal of 2008, when these parts of the economy added 1,200 jobs (0.6%). The loss will represent 4.2% of the -82,600 job forecast. There will be some growth in private and public higher education and trade schools as unemployed workers seek to retool (700). This growth

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Lead Through Adversity: How to Succeed in Today's Economy—Guaranteed! Lance Armstrong said his best day was not on his bike but on his back; the day he learned he had cancer. The character he developed through this adversity helped him win Le Tours de France a record seven times. Your ability to handle adversity is one of the most robust predictors of your personal growth, future contributions and happiness in life. 8

From Fired....to Fired Up: Six Positive Choices to Keep You Motivated During Your Job Search Negative beliefs lead to negative actions, like paralysis, bad choices, shutting out friends and family. The opposite is also true: Positive beliefs lead to positive actions. 15

How Not to Advocate for Your Business If your company has to deal with elected officials, Stephanie Vance gives us advice on what NOT to say to elected officials and their staff. 16

Hot dog! PETA's hypocritical PETA has its own slaughterhouse where they kill animals. In Virginia, in 2008 PETA found homes for seven of its pets that they took in. The rest—2,216 other lucky pets that were taken in—were killed. Ryan Martinez, who researched this article, also states that this is just the tip of this bone chilling iceberg. 17

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NFIB/California Issues Statement on Assembly Bill 1000—Mandatory Paid Sick Leave

"Once again, our state legislators have proven that they just don't get it when it comes to additional burdens on small business. AB 1000 will significantly drive up the cost of operating a business and result in more lost jobs in California. It is never a good time to impose government mandates and new costs on struggling small employers, most of whom already have little to no profit margin. It is especially poor timing when California is facing a recession of historic proportions and state unemployment has now climbed to a record 11.2 percent. Small business owners and their employees deserve to know exactly how our economic and jobs climate has improved since one year ago, when a similar costly mandate was introduced and rightly rejected by the legislature," said John Kabateck, NFIB/CA (National Federation of Independent Business/California) executive director.

"Several NFIB surveys have shown that 96 percent of small employers already offer and honor some sort of comprehensive leave program, and 60 percent specifically offer and honor paid sick leave to their employees. Small business owners should be allowed to work with their employees to determine what works best for all involved—not be told what to do by government."

An NFIB Research Foundation study on identical legislation last year found that this paid sick leave mandate would cost the average small business owner more than \$30,000 while losing more than \$15,000 in sales. The most dramatic finding from this study is that this mandate would send more than 370,000 Californians to the unemployment line. That would be in addition to the 600,000 jobs California has hemorrhaged over the last year.

NFIB is the nation's leading small business association, and represents members in Washington, D.C. and all 50 states. Founded in 1943 as a nonprofit, nonpartisan organization, NFIB gives small and independent business owners a voice in shaping the public policy issues that affect their business.

Enterprise Car Sales Manager to Participate in Leukemia & Lymphoma Society's Man & Woman of the Year Competition

Matt Friedlander, regional marketing manager with Enterprise Car Sales and a Riverside resident, will be a candidate in the Leukemia & Lymphoma Society (LLS) Orange County/Inland Empire Chapter's 2009 Man & Woman of the Year competition. For the next 10 weeks, Friedlander will compete against other men and women who are community, corporate and civic leaders to raise the most money for cancer research and earn the title of LLS' Man or Woman of the Year.

"I want to help bring awareness to the community that finding advances in treating blood cancers can help in the treatment of many other forms of cancer," Friedlander commented. "I hope to touch as many people as possible and get them to help in the cause of defeating cancer. It all begins with awareness."

For additional information, please contact: Heidi de Leon, (714) 881-0610, ext. 332 or Heidi.DeLeon@lls.org. For additional event information, please visit www.manwomanoftheyear.org/ocie.

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Quotations on Problems

"All problems become smaller if you don't dodge them but confront them. Touch a thistle timidly, and it pricks you; grasp it boldly, and its spines crumble."
— William F. Halsey

"Who hath not known ill fortune, never knew himself, or his own virtue."
— Mallett

"It's not the tragedies that kill us, it's the messes."
— Dorothy Parker

"Every man has a rainy corner in his life, from which bad weather besets him."
— Jean Paul Richter

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Ontario-based businessman Phillip Talleur named Board Chair at LeRoy Haynes Center in La Verne

Ontario-based businessman Phillip Talleur has been named 2009 board chair of the all-volunteer board of directors of LeRoy Haynes Center in La Verne.

Talleur, who has served on the board since February 2004, is president and CEO of Ontario Refrigeration, a commercial air conditioning company with offices throughout California, Arizona and Nevada.

Long involved as a community volunteer with a passion for children's issues, he has served as a coach in both the City of La Verne youth basketball league and American Youth Soccer Organization in Claremont. He has also served as a Cub Master with Boy Scout Troop 124 in Claremont.

Talleur, a life-long resident of the Inland Valley and a resident of Claremont, graduated magna cum laude from USC with a degree in political science and business.

He takes over the gavel from Theodore "Ted" Piatt, Sr., a retired Superior Court Judge, who has served as board chair for the past two years.

Other officers serving with Talleur on the board are John Renken, president and CEO, The Renken Company,

1st vice chair; Beverly Lee, business owner and community volunteer, 2nd vice chair; Theodore Piatt, Sr. immediate past chair; Norm Dominguez, CEO, BNI Enterprises, Inc., treasurer; and Honorable Robert Dukes, Supervising Superior Court Judge, secretary.

"We could not be more pleased with the caliber of community leaders and volunteers making up our current board," said Daniel Maydeck, president and CEO of the LeRoy Haynes Center. "We congratulate Phillip on his new position and we look forward to working closely with him and with all of our board members as we continue to provide services to the children despite the current challenges of our nation's economy."

San Bernardino auto dealers, EDA join forces

By Jason Pesick

The city's Economic Development Agency is gearing up to spend as much as \$150,000 on a promotional venture to attract customers to local auto dealerships. "Despite the stories of doom and gloom, we still have fairly active auto dealership activity along Interstate 215," said EDA Project Manager Colin Strange.

The plan, allocates \$50,000 for advertising and up to \$100,000 for rebate packages. People buying vehicles between March 25 and April 25 at one of San Bernardino's seven car dealerships were able to receive rebates of 1.25 percent of the purchase price. Rocky Edwards, general sales manager at Subaru of San Bernardino, said the advertising boost could be a big help for dealerships that are unlikely to have a lot of money set aside for marketing efforts during the recession. The EDA's promotion is also intended to assist Moss Bros. Dodge, Fairview Ford, Crest Chevrolet, Toyota of San Bernardino, San Bernardino Mitsubishi and Nissan of San Bernardino. The latter three dealerships—the surviving members of the San Bernardino Auto Mall—could also benefit from a separate EDA effort that calls for the EDA to loan Auto Mall dealerships \$1.2 million over five years. The money would be repaid via the businesses' property-tax payments. San Bernardino's other dealerships cannot be part of that arrangement because the relevant rules require businesses to be geographically contiguous.

Ken Salvati of the Nissan dealership, Nick DePasquale of Fairview Ford and Robert Bader of Crest Chevrolet said they were enthusiastic about the prospect of the EDA assisting their businesses through the promotion and rebate plan. The San Bernardino Convention & Visitors Bureau is set to handle the advertising work said Bureau Director Wayne Austin. Austin described the dealerships as "competitors forming alliances" and said there could be future cooperative promotions if the new plan succeeds.

San Bernardino recently lost multiple auto dealerships. Center Chevrolet, Shaver Kia, Freeway Lincoln and Jack Kennedy Cadillac have gone out of business.

Auto sales have traditionally been a key source of sales-tax revenue for San Bernardino and other cities.

MANAGEMENT: TRUST IN BUSINESS

Increase Your Company's Trust Factor to Enhance the Bottom Line

By Daniel Burrus

With billions of dollars in taxpayer bailout money, how much do you trust the leadership of the banks that, after record losses, gave themselves unprecedented raises? How much do you trust the leaders of Wall Street? How much do you trust our government's ability to manage the money they have given to the banks or the auto industry? How much do you trust the leaders of the auto industry to do the "right thing" with the bailout money? This growing lack of trust can have serious consequences as we try to reverse the economic meltdown and bring about positive change and growth.

The one thing every business professional should be certain about, regardless of industry, is that the future is all about relationships. And the one thing all relationships need to survive is trust. In fact, trust is the glue that holds the networked knowledge economy together. The more trust you have with someone, the more powerful the relationship. The less trust you have, the weaker the relationship.

In business, trust is something you must earn. You do so by displaying three universal values: honesty, integrity, and delivering on promises. In fact, no matter where you travel around the world and regardless of religion or culture, those three values are the same.

Because people worldwide place such a high emphasis on trust, many companies cite "trust" in their list of organizational values. And by nature, most people are indeed trusting of others. But because trust is assumed, many companies have a tendency to implement strategies that undermine trust. They fail to make trust a conscious part of their strategy. Instead, trust stays in the back

of their mind, and that's when problems begin.

For example, call your telephone company or Internet service provider today and tell them you're going to cancel your service and go with a different provider. Chances are that in order to keep you as a customer, they'll respond by offering you a lower rate. Does that make you trust them more? No. In fact, you'll probably feel that you've been getting ripped off all these years and should have gotten that lower price all along. Policies such as these train customers to distrust the company.

But trust mishaps don't just happen with external customers and the public; they also happen internally with employees. A few years ago one major company laid-off a few thousand employees. Rather than meeting with people individually, laying them off with dignity and providing support services, the company had their security guards tell those being laid-off the bad news, gave them their paperwork, watched them clean out their desk, and then escorted the former employees out the door. The employees still working there learned one important lesson that day: Never trust upper management.

Despite their actions, companies that violate trust are not evil. Rather, they're simply not thinking about trust when they lay out a course of action or outline policies. Therefore, in order to foster trust in your organization, consider the following strategies.

Never assume trust.

Whenever you're bringing about any change, either internally or externally, create a "trust meter." Think of this trust meter as an old fashioned

gas gauge: On the far left is no trust, and on the far right is full trust. Before you implement any change, ask yourself, "Between us (the company) and the people who will be impacted by this decision or policy, where is trust currently?" Mark it somewhere on your trust meter. Then ask, "If we implement this change in this way, what will happen to that trust?" Mark whether you think trust will go down, stay the same, or increase.

If trust will go down, don't implement the change in that way. This doesn't mean don't enact the change, decision, or policy. It simply means not to do it in the way you've outlined. Change how you implement the decision or policy so trust stays where it is. And if anyone on your team can come up with a way to get the trust meter to increase when implementing the change, reward that person openly, because you want that behavior repeated. Remember, when you raise the bar on trust, your organization will thrive.

Offer more value to reward loyalty.

As you decide what policies and changes your company will implement, think in terms of adding value rather than giving something for nothing. For example, one newspaper publisher sent out a \$190 yearly renewal notice to customers. Those customers who didn't renew by the deadline received a phone call about the renewal. The newspaper employee offered the customer a deeply discounted renewal rate of \$90. This is "something for nothing" mentality, because now the customer sees less value in the product (and feels ripped off for paying the higher renewal

price in the past).

A better strategy would be to offer the customer a few additional months of newspaper delivery for no extra charge. So now instead of getting 12 months of newspaper delivery for a certain price, the customer gets 15 months of service for that same price. When you think in terms of rewarding loyalty with more value rather than a lower price, people feel that the company is giving them a genuine "thank you." They feel appreciated (something everyone wants to feel) and will actually want to keep doing business with you. Therefore, pinpoint what your customers will perceive as added value and make that a part of your policy change.

Think in terms of the other person's perspective.

No matter how hard you try, sometimes mistakes will happen and trust will decrease. But rather than accept the lower level of trust, see this time as an opportunity to raise the bar on trust with those who are feeling less of it. For example, suppose you have a major disagreement with one of your key distributors. You both think the other is wrong. This is when you need to step up and say to the distributor, "We've had a long and trusting relationship with you and we don't want to lose that. What can we do to make you happy?" The answer you'll hear will likely be more than fair because the conversation has now shifted from a confrontational to a relational one. Everyone will come out a winner.

Survey customers and employees about trust.

Have employees, business

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16th Annual Inland Empire World Trade Conference & U.S. Department of Commerce Export Achievement Awards

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Conference Agenda

10:00AM—Registration, Networking, and Exhibits

10:30AM—Welcome and Opening Remarks

10:35AM—Plenary Session

Topic: The Inland Empire: California's Global Green Technology Center to combat climate change.

11:00AM—Panel discussion

Topic: Business direction and opportunities in green technology for manufacturing, renewable energy power, and International Trade.

12:15PM—Luncheon and U.S. Department of Commerce's Export Achievement Award Presentation.

12:45PM—Keynote speaker, Greg T. Watkins, Principal, eQUINOX Carbon Equities, LLC

Topic: "Investing in the future is the future," balancing carbon cycles to both reduce global warming as well as to maintain growth in sustainable wealth for the planet.

1:15PM—Appreciation Awards by Indonesian Council General in Los Angeles

1:30PM—Panel Discussion

Topic: Country and region specific opportunities in green technology for manufacturing, renewable energy power, and international trade.

2:30PM—Networking Session

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MOTIVATION

Lead Through Adversity: How to Succeed in Today's Economy - Guaranteed!

By Joe Calhoon

Imagine Lance Armstrong's best day. Do you feel the wind blowing against your sweaty face? Are there fans cheering as you cross the finish line? Or, is there the scent of antiseptic, the chill of a thin gown, and the buzz of fluorescent lighting in a dreary hospital room?

Surprisingly, Lance Armstrong said his best day was not on his bike but on his back; the day he learned he had cancer. The character he developed through this adversity helped Lance Armstrong win Le Tours de France a record seven times. His proudest achievement, though, was still to come. He has encouraged thousands of cancer survivors and raised millions of dollars to fight the disease.

What adversity are you facing? Your ability to handle this adversity is one of the most robust predictors of your personal growth, future contributions and happiness in life. Organizations that develop their capacity to handle adversity improve morale, performance and profitability. Blaming, whining and complaining are symptoms of individuals and organizations beaten down by adversity.

Every individual and every organization has a unique purpose, a mountain to climb, a contribution to make. There are three ways to deal with your personal and organizational mountains. You can climb, camp or quit.

Climbers are relentless in their ascent. They are constantly learning, growing, adapting to change, and experiencing life to the fullest. These individuals are energized by challenges and refuse to be insignificant in their life's work and their relationships. This

group is a small percentage of the whole. They are engaged.

Coasters are usually retired climbers. They've lost their edge. They've exchanged their highest dreams and aspirations for the comfort and security of the common life. They put in their time. They're getting by. This group represents the vast majority of people. They are disengaged.

Quitters have retired on the job. They are bitter and depressed. Adversity has shut them down. They resent the coasters and climbers. They are actively disengaged.

Adversity provides the opportunity to develop extraordinary character. Character inspires greatness. The character you develop helps you make greater contributions while overcoming adversity of all kinds.

Here are six ways to lead through adversity and keep climbing your mountains.

1. Check Your Mindset.

There are approximately six billion people on the planet, and it's estimated that two billion of them live on \$2 or less per day. Put in all in perspective; our standard of living is the highest the world has ever seen. Kings and queens in centuries past could not imagine our automobiles, TVs, or cell phones, not to mention our computers, airplanes and household appliances. Check out the Web site, www.GlobalGichList.com; if you enter your income as \$20,000 (U.S.), you will see you are in the top 10 percent of income earners in the world. Maintain perspective. Focus on what you have, not what you

don't have. Count your blessings. Have an attitude of gratitude. You'll be happier and healthier. You'll be a more attractive person. Choose to be happy with what you have while you pursue what you want. The French have a wonderful saying, "noblesse oblige," that means with wealth, power, and prestige come responsibilities.

2. Develop Your Character.

Thousands of people were recently asked what is most important to them:

- What they have - possessions
- What they do - achievements
- Who they are - character

Approximately 95 percent said that their character is most important. About five percent said that their achievements are most important. Only a few individuals value their possessions more than their character and achievements.

When have you experienced your most significant character development? Virtually everyone says, during times of adversity. In order to effectively lead our lives and organizations through adversity, we must develop these character qualities.

Courage is the quality of mind that enables you to encounter danger and difficulties with firmness and resolution. Associate with people who build your faith, not your fears. Limit your exposure to negative input.

Perseverance is the continued pursuit of any endeavor or enterprise. This character quality is demonstrated as you

continue to climb your mountains. The entire world is facing unprecedented challenges and opportunities. Don't quit now.

Integrity is doing what you say what you will do. Be honest with yourself and others. Build trust with those closest to you. Your relationships always matter most.

Patience is uncomplaining endurance; calmly and contentedly waiting for something you hope for. The lack of delayed gratification is a major cause of our problems. It will also be a significant part of the solution. Produce more than you consume. Live within your means.

Humility is freedom from pride and arrogance, a modest estimate of one's own worth. The most respected leaders are servant leaders. The most valued employees are those who consistently serve others. Acknowledge your limitations and learn to work more effectively with others. We're all in this together. We need each other to succeed.

3. Live a Balanced Life of Meaning and Contribution.

Make a list of the five most important elements of your life - family relationships, vibrant health, personal faith, meaningful contributions at work, a satisfying hobby, a volunteer role, and financial stewardship, for example. Now, number these areas in order of importance. Put this list on a card and carry it in your wallet or purse. Each area of your life invites you to make specific contributions that improve quality of life for yourself and others. Living a balanced life means that you give your best in all areas. Work-life balance means that work intrudes on family as much as

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DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART

THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
Provident Financial Holdings Inc	6.81	5.26	1.55	29.5%
Temecula Valley Bancorp Inc	0.55	0.45	0.10	23.1%
HOT Topic Inc	12.55	11.19	1.36	12.2%
Hansen Natural Corp	39.88	36.00	3.88	10.8%
Outdoor Channel Holdings Inc	7.09	6.82	0.27	4.0%

THE LOSERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
Basin Water Inc	0.36	0.88	-0.52	-59.4%
National RV Holdings Inc	0.030	0.040	-0.010	-25.0%
Vineyard National Bancorp	0.14	0.18	-0.04	-21.3%
Emrise Corp	1.44	1.69	-0.25	-14.8%
Physicians Formula Holdings Inc	1.72	1.96	-0.24	-12.2%

Company	Ticker	4/27/09 Close Price	3/31/09 Open Price	%Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co	AWR	34.69	36.32	-4.5	42.00	27.00	22.2	NYSE
Basin Water Inc (L)	BWTR	0.36	0.88	-59.4	5.52	0.33	NM	NASDAQ
Channell Commercial Corp	CHNL	0.08	0.08	0.0	1.78	0.03	NM	AMEX
CVB Financial Corp	CVBF	5.96	6.63	-10.1	20.00	5.31	9.0	NASDAQ
Emrise Corp	ERI	1.44	1.69	-14.8	3.19	0.65	NM	NYSE
Hansen Natural Corp (H)	HANS	39.88	36.00	10.8	40.64	20.52	36.6	NASDAQ
HOT Topic Inc (H)	HOTT	12.55	11.19	12.2	13.87	4.60	26.5	NASDAQ
K-Fed Bancorp	KFED	7.75	7.89	-1.8	11.98	6.15	20.9	NASDAQ
National RV Holdings Inc	NRVHQ	0.03	0.04	-25.0	0.10	0.01	NM	AMEX
Outdoor Channel Holdings Inc	OUTD	7.09	6.82	4.0	9.11	3.50	78.8	NASDAQ
Physicians Formula Holdings Inc	FACE	1.72	1.96	-12.2	11.82	0.92	NM	NASDAQ
Provident Financial Holdings Inc	PROV	6.81	5.26	29.5	13.75	4.00	NM	NASDAQ
Temecula Valley Bancorp Inc	TMCV	0.55	0.45	23.1	8.00	0.27	NM	NASDAQ
Vineyard National Bancorp	VNBC	0.14	0.18	-21.3	6.24	0.05	NM	AMEX
Watson Pharmaceuticals Inc (H)	WPI	30.94	31.11	-0.5	32.95	20.17	15.2	NYSE

Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

MANNERINO
LAW OFFICES

"Laws were made to be broken"
Christopher North, May, 1830

"Had laws not been, we never had been blam 'd; for
not to know we sinn 'd is innocence"

Sir William Davenant

1606-1668

10681 Foothill Blvd., Suite 280 Rancho Cucamonga, CA 91730

Tel. (909) 980-0630 Fax. (909) 948-8674

Duff & Phelps, LLC

One of the nation's leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 689-0070.

Five Most Active Stocks

Watson Pharmaceuticals Inc	27,952,747
HOT Topic Inc	25,695,764
CVB Financial Corp	24,562,028
Hansen Natural Corp	21,718,646
Basin Water Inc	6,772,954

D&P/IEBJ Total Volume Month 116,658,376

Monthly Summary

4/27/09

Advances	5
Declines	9
Unchanged	1
New Highs	3
New Lows	1

Environmental Companies Serving the Inland Empire

Listed Alphabetically

continued on page 29

Company Name Address City/State	Billings (\$millions) 2007	Regional Breakdown % or \$ (millions) L.A./O.C./I.E.	Yr. Founded Headquarters No. Employees	Specialties	Clientele	Top Local Exec. Title Phone/Fax E-Mail Address
1. Aerial Information Systems, Inc. 112 First St. Redlands, CA 92373			1975 Redlands 30	Geographic Information, Data Base Creation, Automation, ANA Analysis	Government, Cities, Utility, Companies, Private, Consulting Firms	Toshie Harnden President (909) 793-9493/798-4430 www.aisgis.com
2. Alton Geoscience 21-A Technology Dr. Irvine, CA 92618	\$8	25% 60% 15%	1981 Irvine 85	Environmental Consulting Remediation Contracting Environmental Construction	Major Oil Companies Aerospace, Municipalities Local Govt. Agencies	Chris Vincze President/CEO (978) 970-5600/453-1995 cvincze@tcsolutions.com
3. AMEC Earth & Environmental 4201 Santa Ana St. Ontario, CA 91761	\$8.3	25% 60% 15%	1954 Anaheim 100	Due Diligence, Asbestos & Lead Surveys, Environmental Construction, Soil & Groundwater Assessments City & County Agencies	Retail Chains, Commercial & Industrial Developers, Fiber Optic & Cell Phone Providers	John Thune Env. Manager (909) 605-6500/605-6502 john.thune@amec.com
4. Applied Planning, Inc. 5817 Pine Ave., Ste. A Chino Hills, CA 91709	\$1.2 0%	0% 0% 100%	1997 Ontario 7	Environmental Documentation, Cultural & Biological Developers Resource Management	Public Agencies, Principal	Ross Geller Principal (909) 937-0333/937-0341 rgeller@appliedplanning.com
5. AVES/ATC 25 Cupania Circle Monterey Park, CA 91755	\$4	50% 25% 25%	1984 Arcadia 60	Air, Soil, Water	All Categories	Chris Phillips Branch Manager (626) 447-5216/323-517-9781 chris.phillips@atcassociates.com
6. Brickley Environmental, Inc. 957 W. Reece St. San Bernardino, CA 92411	\$9.7	10% 10% 80%	1980 San Bernardino 65	Hazardous Waste, Asbestos, Mold & Lead Abatement Specialists, Environmental Remediation	School Districts, Colleges, Hospitals, Municipalities, Contractors, Private Parties	Tom Brickley President (909) 888-2010/381-3433 brickleyenv@eee.org
7. Bryan A. Stirrat & Associates 1360 Valley Vista Dr. Diamond Bar, CA 91765	\$32	10% 35% 40%	1984 Diamond Bar 145	Solid Waste Planning & Engineering, Hazardous Waste Site Investigation & Remediation	Public Agencies, Industrial Firms, Developers	Bryan A. Stirrat President (909) 860-7777/860-8017
8. C.H.J., Incorporated 1355 E. Cooley Dr. Colton, CA 92324	\$8.66	10% 10% 90%	1964 Colton 76	Environmental Phase I & II Assessments, Geotechnical Engineering, Geology, Construction Inspection and Testing	Lending Institutions, Private Developers, Government Agencies	Robert Johnson President (909) 824-7210/824-7209 mfscolos@chjinc.com
9. Chambers Group, Inc. 302 Brookside Ave., Ste. D Redlands, CA 92373	\$4	4.5% 3.0% 1.0%	1978 Irvine 80	Environmental Impact Assessments, Natural & Cultural Resources Management, Planning, Regulatory Compliance, GIS Services	Private Businesses, Industries, Government Agencies, Education, Mining	Jim Smithwick Vice President (909) 335-7068/335-6318 cneslage@chambersgroupinc.com
10. Converse Consultants 10391 Corporate Dr. Redlands, CA 92374	\$25	50% 20% 20% 10%	1926 Pasadena 324 (San Diego)	Environmental Geotechnical Engineering, Site Investigation, Remediation, Asbestos, Air Quality, Geological & Hydrogeological Studies, Soils & Materials Testing	Commercial/Industrial/ Residential Financial Institutions Local State and Federal Agencies	Hashmi Quazi COB (909) 796-0544/796-7675 hquazi@converseconsultants.com
11. Earth Systems Southwest 79811 Country Club Dr. Indio, CA 92203	\$7.6	5% 10% 85%	1969 Indio 54	ESAs, Phase I's, PEAs, Hydrogeology, Geotechnical Engineering, Materials Testing, Construction Monitoring	Engineers, Developers, Schools, Indian Tribes	Craig Hill President (760) 345-1588/345-7315 chill@earthsys.com
12. Earth Tech, Inc. 1461 E. Cooley Dr., Ste. 100 Colton, CA 92324	\$1.3	16M	1970 Long Beach 7,000	Environmental Studies/Remediation Hazardous Waste Management, Ordinance Services, Water/Wastewater Transportation, Construction Management	Department of Defense Utilities Commercial Industries Municipalities	Brian Weith Director (909) 554-5000/424-1924
13. Gabriel Environmental Services, Inc. P.O. Box 1161 Redlands, CA 92373		\$1.5 10% 60%	30% Redlands 10	1991 Asbestos Mold, Phase I's, Phase II's	Environmental Consulting, Property Management Companies, Banks, Developers	Hani Gabriel Principal (951) 545-0250/790-4371
14. Jorgensen Environmental 12505 N. Main St., Ste. 212 Rancho Cucamonga, CA 91730	\$9	10% 35% 40% 15% (other)	1988 Rancho Cucamonga 35+	Regulatory Compliance, New Facilities, Risk Assessment, Site Assessment, Permitting, Power Plants, Indoor Air Quality	Industry, Power Plants, Law Firms	Daren Jorgensen President (909) 483-3300/494-7523
15. Kleinfelder, Inc. 1220 Research Drive, Ste. B Redlands, CA 92374	WND WND WND	WND WND 1900	1961 San Diego 1,650	Geotechnical & Environmental Engineering Professional Services	Public Agencies, Developers, Schools	Joseph Aldern Inland Empire Regional Mgr. (909) 793-2691/792-1704 jaldern@kleinfelder.com
16. Leslie Irish 700 E. Redlands Blvd., Ste. U Redlands, CA 92317	\$1.2	0% 0% 100%	Riverside 8	Archaeology, Biology, Paleontology	Utilities, Developers, Tribal Government	Leslie NayIrish na (951) 681-4929/681-6531 lirish@ilenvironic.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.

Economic Rep...

continued from pg. 3

will be restrained by the impact of the budget on state funded institutions. The federal government's growth, in part preparing for the 2010 census, should offset losses at the state level and yield some state and federal government growth (500). Mining, utility, medical device and pharmaceutical firms will add a few jobs (300) as they are impacted by federal infrastructure, environmental and medical agendas. However, local governments will lose jobs as sales taxes are declining rapidly with the recession and the drop in home values (-1,000). Management and professional firms will face significant job loss with the slowdown in work for the construction and logistics sectors (-4,000).

2. Clean Work, Moderate Paying (\$30,000-\$40,000). Traditional white collar sectors will again be the strongest of the Inland Empire's group, though in 2009, this will mean losing the fewest jobs: -3,300 or -1.1%. The loss will be 4.0% of the -82,600 job forecast. Given the Inland Empire's population growth, health care is again expected to be the strongest single sector in 2009, up 3,000 jobs. Local public and private K-12 schools will lose -800 positions assuming the U.S. stimulus offsets even higher losses. Traditional and supply chain managers plus engineering firms will lose -2,500 jobs and financial activities will drop -3,000 jobs as the economy is hit by the continued shrinkage in its residential real estate and logistics sectors.

3. Blue Collar, Moderate Paying (\$35,000-\$42,000). The Inland Empire's modestly educated labor force and its competitive advantage for homes and large facilities have historically caused moderate paying blue-collar firms to be its fastest growing sectors.

However in 2009, these sectors will again be hammered, losing -44,000 jobs (-14.7%), on top of a loss of -34,000 jobs (-10.2%) in 2008. They will account for 53.3% of the -82,600 job forecast.

Manufacturing will be hit by the U.S. and housing downturns and lose -12,800 jobs. Logistics will be hurt by the continuing slowdown of imports through the ports of Los Angeles and Long Beach and lose -5,800 positions. With foreclosures causing inland home prices to drop (back to 2003 levels) plus vacancies soaring in the industrial (9.9%) and office (20.6%) markets, construction activity will shrink another -25,400 jobs.

In particular, the Inland Empire needs federal policies to help its blue collar sectors, since they bring the bulk of money into its economic base. Falling home prices plus the lack of manufacturing and logistics demand have caused construction activity to bring \$8.6 billion fewer dollars into it. To help fill that hole, the area needs the federal stimulus to begin increasing the demand for local manufacturing and infrastructure construction. It also needs a federal solution to the mortgage crisis so home prices can stabilize and begin rising, shortening the time until residential construction firms again become profitable employers.

4. Lower Paying (\$15,000-\$25,000). Like most U.S. areas, the Inland Empire's largest sectors are those paying low average incomes. In 2008, they lost -17,800 jobs (-4.1%). In 2009, they are expected to lose another -31,800 jobs or -7.7%. That will represent 38.5% of the Inland Empire's forecasted loss of -82,600 jobs. Here, the difficulty is that the loss of jobs in sectors like construction, manufacturing, logistics or service sectors with national clients means less income flowing to the workers in them. They, in turn, can no longer spend that money on local goods and services causing sectors

like retailing to decline as well. The -\$8.6 billion loss in construction alone thus caused these secondary sectors to lose another -\$8.6 billion in activity. As a result, retail trade will lose -20,000 jobs in 2009 (-11.9%) after dropping -7,600 in 2008. Hotel, amusement and restaurant sectors will lose -6,400 jobs after shrinking by -2,500 in 2008. Employment agency jobs decline when other sectors shrink and will lose -4,000 jobs. Other services like hair salons and gardeners will lose -1,400 jobs as people will do such work themselves. Agriculture will continue to consolidate, down -400 jobs. In a sign of the times, continued on page 37

2009 EDITORIAL SCHEDULE

EDITORIAL FOCUS	SUPPLEMENTS	LISTS
June • Financial Institutions (1 st Quarter, '09) • Travel and Leisure • Employment Agencies • Home Health Agencies • Economic Development (San Bernardino County)	• Health Care & Services • High Technology • Golf Resorts • Senior Living Centers • What's New in Hospital Care	• Hospitals • Savings and Loans • Motorcycle Dealers • Medical Clinics
July • Manufacturing • Distribution/Fulfillment • Credit Unions • Event Planning • High Desert Economic Development	• Marketing/Public Relations • Media Advertising • Casual Dining • Building Services Directory • Cities of Irvine and Newport	• CPA Firms • Commercial Printers • Ad Agencies/Public Relations Firms • Largest Insurance Brokers • SBA Lenders • Staff Leasing Companies Serving the I.E.
August • Personal/Professional Development • Employment/Service Agencies • Health & Fitness Centers • Caterers	• Environmental • Expansion & Relocations • Women in Commercial Real Estate • Who's Who in Banking	• Largest Companies • Small Package Delivery Services • Tenant Improvement Contractors • Credit Unions
September • Mortgage Banking • SBA Lending • Independent Living Centers	• Health Care & Services • Airports • Golf Guide to Southern California • Who's Who in Building Development	• Largest Banks • Largest Hotels • Golf Courses
October • Lawyers/Accountants-Who's Who • HMO/PPO Enrollment Guide • Economic Development Temecula Valley • Financial Institutions (2 nd Quarter, '09)	• Telecommunications • Office Technology/Computers • International Trade • Holiday Party Planning	• Internet Services • Long Distance/Interconnect Firms • Copiers/Fax/Business Equipment • Private Aviation
November • Retail Sales • Industrial Real Estate • Commercial R.E./Office Parks • Educational Services Directory	• Human Resources Guide • Executive Gifts • Building and Development • New Communities	• Commercial R.E. Development Projects • Commercial R.E. Brokers • Fastest Growing I.E. Companies • Mortgage Companies • Title Companies
December • Financial Institutions (3 rd Quarter, '09) • Top Ten Southern California Resorts • Temporary Placement Agencies	• Health Care • Professional Services Directory	• 2010 "Book of Lists" • Business Brokerage Firms

COMMENTARY

Commentary

By Bill Leonard, Member
State Board of Equalization

Proposition 1D: Not Completely Worthless

Proposition 1D is a constitutional amendment that was placed on the ballot by the Legislature. Although it was inspired by the budget crisis, it should not be viewed in the context of the other May 19th ballot measures because it would be supportable even if California had a budget surplus.

Prop. 1D amends Proposition 10 from 1998, which was the poorly-designed tobacco tax increase of 50 cents per pack. Prop. 10 set aside about two-thirds of the funds from that tax increase to the local First 5 Commissions in each of the state's 598 counties, plus the State First 5 Commission, to be used on child development programs. NONE of the funds from this tobacco tax are subject to legislative appropriation, and not a penny has been made available to deal with our budget crisis.

Prop. 10 created an unaccountable bureaucracy, run by political appointees, who were free to spend billions of dollars without legislative oversight. To the surprise of almost no one, these people spent millions of taxpayers' dollars to promote Rob Reiner's universal child-care initiative. No one went to jail for that outrageous incident, but it helps to illustrate the fact that Prop. 10 taxes have been used as a slush fund that has been made available for the whims of powerful people without any of the normal checks and balances that apply to most state spending.

Unfortunately, Prop. 1D does not repeal Prop. 10 and it does not even impact most of the revenues from that tax. 1D simply redirects a fraction of the revenues from the tobacco

taxes, for only five years, to make those funds available for appropriation by the legislature. The legislature has indicated that the redirected funds will be used for children's health programs that would otherwise be funded by the General Fund. 1D limits the revenue transfer to \$340 million from the accumulated surplus plus \$268 million annually from the tobacco taxes, until the end of the 2013-14 fiscal year. It also contains some very minor reforms, such as deleting the current 6% mandatory allocation for mass media communications from the State First 5 Commission's annual budget.

Prop. 1D is a very modest proposal and its passage will do very little to alleviate the budget crisis. However, it serves as an important reminder that there are numerous ways of solving California's budget crisis without raising taxes at all. Our state has hundreds of separate boxes of money that have been declared "off limits" to the legislature and unavailable to reduce the deficit. Before raising taxes, we need to blow up those boxes and fully utilize the tax revenues that we already have on hand. 1D is a baby step in that direction.

I urge a YES vote on Prop. 1D.

Proposition 1E: Also Not Completely Worthless

Proposition 1E was placed on the ballot by the Legislature to deal with the budget crisis. It is a statutory amendment to Proposition 63 from 2004, which was a jobs-destroying income tax increase that raised the top rate to 10.3%, the highest tax rate among all the states. None of the funds raised by

Prop. 63 are available to the General Fund because that measure set aside all of its revenue for new mental health programs.

Prop. 1E does not repeal Prop. 63, but it does modify it so that a third or less of the revenues can be made available to the General Fund for two years. But this quarter of a billion dollars in transferred funds is restricted to be spent on the Early and Periodic Screening, Diagnosis, and Treatment Program, which is a General Fund welfare program that provides a broad range of screening, diagnosis, and medical treatment, including mental health services, to Medi-Cal recipients under 21. By funding that federally-mandated welfare

program with revenues from Prop. 63, the Governor and the legislators are hoping to reduce the General Fund deficit for at least two years without making any cuts in the program.

Like Prop. 1D, Prop. 1E is a very modest proposal that will do very little to alleviate the budget crisis. I think it is supportable because it will help our current budget crisis in a very limited way.

I urge a YES vote on Proposition 1E, but I do so without any real enthusiasm because this measure does not go far enough.

Proposition 1F: Waste of Space. Proposition 1F was placed on the ballot by the Legislature to help a couple of

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at 909-390-1421 ext. 401.



Independent Banks

Ranked by Total Assets as of January, 1 2009

continued on page 33

Bank Name Address City, State, Zip	Tangible Assets (\$ mils)	Tangible Capital (\$mils)	Tangible Capital Ratio	Risk-Based Capital Ratio (Percent)	YTD Income (\$mils)	Top Local Executive Title Phone/Fax E-Mail Address
1. Citizens Business Bank 701 N. Haven Ave. Ontario, CA 91764	6,584,000,000	549,000,000	8.34	15.54	63,000,000	Christopher D. Myers President/CEO (909) 980-4030/481-2130 marketing@cbbank.com
2. Manufacturers Bank 515 S. Figueroa Street Los Angeles, CA 90071	2,045,000,000	267,000,000	17.56	18.82	9,348,000	John F. Chavez President and Chief Operation Officer (877) 560-9812 www.manubank.com
3. 1st California Bank 218 E. State Street Redlands, CA 92373	1,059,000,000	102,000,000	9.64	13.07	5,200,000	Wayne Stair Senior Vice President (909) 894-5922/335-2363 wstair@fcbank.com
4. Canyon National Bank 1711 E. Palm Canyon Dr. Palm Springs, CA 92264	298,000,000	28,176,000	9.45	10.98	3,210,000	Stephen Hoffmann President/CEO (760) 325-4442/325-1138 www.canyonnational.com
5. Inland Community Bank, N.A. 3999 E. Inland Empire Blvd. Ontario, CA 91764	247,486,000	26,454,000	10.9	13.77	506,000,000	James S. Cooper President/CEO (909) 481-8706/481-8713 scooper@icbbank.com
6. CommerceWest Bank 1611 Pomona Rd. Corona, CA 92880	235,331,000	33,553,000	14.26	19.62	1,973,000	Warren J. Manogue Regional Vice President (951) 582-9405/582-9406 wmanogue@cwbank.com
7. First Mountain Bank 40865 Big Bear Blvd. Big Bear Lake, CA 92315	144,073,000	16,817,000	11.9	13.2	121,416,000	Jack Briner CEO (909) 866-5861/866-9247
8. First National Bank 3727 Arlington Ave. Riverside, CA 92506	126,471,000	9,603,000	7.593	10.911	674,000,000	Donald Murray President/CEO (951) 788-2265/788-9683
9. Rabo Bank 81-790 Hwy. 111 Indio, CA 92201	12,424,187	506,500,000	12.56	13.85	2,400,000	Norma Strong Bank Manager (760) 775-5658/342-1986
10. Chino Commercial Bank 14345 Pipeline Ave. Chino, CA 91710	83,263,000	8,985,000	12.59	14.87	540,000,000	Dann H. Bowman President/CEO (909) 393-8880/590-1609 chinocommercialbank@cs.com
11. Pacific Western Bank 74750 Hwy. 111 Indian Wells, CA 92210	9,600,000	547,566,000	12.710	13.751	85,282,000	William T. Powers President/CEO (760) 836-0870/836-0878
12. Provident Bank 3756 Central Ave. Riverside, CA 92506	1,593,900	118,200,000	7.42	12.96	33,000,000	Craig Blunden President/CEO (951) 686-6060/782-6132 www.my Provident.com
13. Temecula Valley Bank 27710 Jefferson Ave. #A100 Temecula, CA 92590	1,560,000	107,920,000	7.69	7.77	55,000,000	Frank Basirico Senior Vice President (951) 694-9940/734-4369 www.temvalbank.com
THE FOLLOWING BANKS DID NOT RESPOND						
American Security Bank* 1. 13792 Bear Valley Rd. Victorville, CA 92392	Doreen Gregoire VP Manager (760) 843-2680/243-1864					
Bank of Hemet* 2. 3715 Sunnyside Dr. Riverside, CA 92506	Kevin Farrenkops CEO President (951) 248-2002/784-5791 kfarrenkops@bankofhemet.com					
BBVA Bancomer USA 3. 24010 Sunnymead Blvd. Moreno Valley, CA 92553	Adan Gonzalez President/CEO (951) 242-1959/242-1903 adan.gonzalez@bbvausa.com					
Desert Community Bank* 4. 12530 Hesperia Rd. Victorville, CA 92392	Dominic Ng President/CEO (760) 243-2140/243-0310					

N/A = Not Applicable WND = Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.

Employment Services/Agencies

Ranked by Number of Offices in the Inland Empire

continued on page 27

	Company Name Address City, State, Zip	Offices I.E. Companywide	Employees I.E. Prof. Recruiters Yr. Estab. I.E.	# of Searches/Year Search Area	Avg. Candidate Salary Range Type of Search Fee	Services	Top Local Executive Title Phone/Fax E-Mail Address
1.	AppleOne Employment Svcs. 26580 Ynez Road, Ste. B Temecula, CA 92591	14 200+	69 N/A 1964	WND N/A	Varies	Temporaries, Full-Time Clerical, Technical, Light Industrial, Payroll, Drug & Background Screening	Gregg A. Hassler Division Vice President (951) 296-5430/296-6733
2.	Labor Ready 4439 Mission Blvd., Ste. G Montclair, CA 91763	9 850	50 2 1986	N/A	Varies	Temporary, Temporary to Hire, Industrial, Construction	David Williams District Manager (909) 465-9092/465-6477 dwilliams@laborready.com
3.	Adecco Employment Services 5483 Philadelphia St., Ste. B Chino, CA 91710	8 1,500	WND WND	WND 14 Countries	Varies by Skill	Clerical, Light Industrial, Accounting, Management, Technical, Temp. & Direct Hire	na (909) 464-0810/464-0838
4.	Kimco Staffing, Inc. 17872 Cowan Ave. Irvine, CA 92614	8 26	24 15 1986	20,685 I.E.	Varies by Skill \$10.25 Contingent	Clerical, Administration, Industrial, Technical, T-H, O-H	Lisa Pier President (949) 752-6996/752-7298 www.kimco.com
5.	Staffmark 3847 S. Pierce St., Ste H Riverside, CA 92505	8 300	35 35 1969	2 Million 30 States	Variable	Clerical/Admin., Acctg., Technical, Light Industrial, Temp/Temp to Hire, On Site Service, Direct Placement.	Julia Mollenauer (951) 686-4111/274-0417 julia.mollenaur@staffmark.com.com
6.	Manpower Inc. of San Bernardino P.O. Box 791. San Bernardino, CA 92402	7 4400	20 0 1959	WND	Varies by Skill	Temporary, Direct Hire, Training Assessment Services	Evlyn Wilcox President/Owner (909) 885-3461/885-9969 manpower@manpowersb.com
7.	Select Personnel Service 2171 S. Grove Ave., Ste. G Ontario, CA 91761	7 50	WND 60 1990	N/A	Varies	Industrial, Clerical, Management, Technical, etc.	Elizabeth Reyes Manager, Ontario Branch (909) 930-0555/930-0561 ere@selectstaffing.com
8.	Preferred Personnel 9125 Archibald Ave., Ste. G Rancho Cucamonga, CA 91730	3 26	100 50 1991	N/A	Varies	Temp. & Perm. Industrial & Clerical	Trisha Goodwin V.P. Regional (909) 477-6644/477-6650
9.	Princeton Corporate Consultants 420 W. Baseline Rd., Ste. C Claremont, CA 91711	3 3	6 6 1977	WND Nationwide Standard-33 1/3%	\$60,000	Medical Devices Pharmaceuticals Plastics	Linda Ortiz Office Manager (909) 625-3007/621-0315
10.	Robert Half Accountemps 3633 Inland Empire Blvd., Ste. 955 Ontario, CA 91764	2 250	22 5 1996	WND Worldwide Contingency	Varies by Skill	Temporary, Temp-to-Hire, Full-Time, Specialized Financial Staffing	Bridgette Zambrano-Mendez Branch Manager (909) 945-2292/945-2299
11.	Talent Tree Crystal 130 S. Mountain Ave., Ste. K & L Upland, CA 91786	2 188	10 7 1990	San Bernardino Riverside Counties Fee for Service	Varies by Skill Contingent	Clerical, Financial/Acctg., Light Industrial	Brian Cambell Branch Manager (909) 982-6566/949-9691
12.	Exact Staff, Inc. 10535 Foothill Blvd., Ste. 264 Rancho Cucamonga, CA 91730	2 13	1,000+ 50 1996	Varies All	Varies Varies	All	Carrie Roy Executive Recruiter (909) 476-900/476-9033 croy@exactstaff.com
13.	Ajilon Professional Staffing 3800 Concourse Dr., Ste. 210 Ontario, CA 91764	1 150	10 10 1982	300 All I.E.	\$40-120,000 \$15,000	Temporary, Temp-to-Hire, Full-Time Placements in Accounting, Finance	Roscoe Bess Branch Manager (909) 466-8880/466-5470 roscoe.bess@ajilonfinance.com
14.	Amvigor Staffing Services 1943 N. Campus Ave., Ste. B-158 Upland, CA 91786	1 1	15 2 1987	200 I.E., Orange/L.A. Cntys.	Varies by Skill Contingent	Engineering, Technical, Computer SW (Baan, SAP, Etc.), Administrative	Vijay Telkikar Director (909) 920-5037/920-5040 amvigor@yahoo.com
15.	Cutting Edge Staffing 41750 Winchester Rd #L Temecula, CA 92590	1 1	6 N/A 2001	WND I.E., Orange	\$7-100,000	Lt. Industrial, Medical	Lisa Fuess President (951) 600-1400/600-1446 lfuess@ce-staffing.com
16.	Gage & Associates 5170 Palisade Circle Riverside, CA 92506	1 1	3 6 1976	200 I.E.	\$50-150,000	Permanent Executive Recruitment	Arthur M. Gage President (951) 684-4200/686-5070
17.	Helpmates Staffing Services 9267 Haven Ave., #180 Rancho Cucamonga, CA 91730	1 6	9 6 1972	WND Inland Empire, So. Cal.	N/A	Clerical Accounting, Technical Light Industrial	Kristina Hayden Regional Director (909) 484-2688/484-2699
18.	JM Staffing 540 E. Foothill Blvd., Ste. 200 San Dimas, CA 91773	1 3	WND 5 1983	WND USA	\$15-150,000	Temp-to-Hire, Clerical, Technical, Accounting, Mgmt., Light Industrial	WND (800) 560-0402/(909) 599-3598 cbc@jmstaff.com
19.	MacNaughton Associates 1155 Via Vallaria Riverside, CA 92506	1 1	2 1 1993	6-10 Higher Education	\$150,000 35% of 1st Year Salary	Executive Search Permanent	Dr. Gregory Grat Chancellor, RCCD (951) 788-4951/788-4953

N/A = Not Applicable WND = Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEJB.

MOTIVATION

From Fired...to Fired Up: Six Positive Choices to Keep You Motivated During Your Job Search

We're in a recession and you're out of a job. That's the bad news. The good news, says author Jon Gordon, is that by making a few key decisions you'll not only make your job search a thousand times more pleasant, you'll actually make it successful.

The days following those fateful words, "We have to let you go," are dismal ones indeed. Some mornings, it's tough to even get out of bed. As you scour the skimpy classifieds and job boards, grim scenarios play in your head on a repeating loop: We'll lose the house...We'll have to move in with my parents...I'll never find work in this economy. Tangled in despair, you can barely move, much less move on. Are things really as hopeless as they seem? you wonder. And if they're not, how can I clear away the dark clouds and see the light on the other side?

Jon Gordon has been where you are right now, and he has some good news: the layoff you think is bad today will actually lead to great events in the future with the right approach and action plan.

Gordon speaks from personal experience. During the dot.com crash, he lost his own job. And that's when his journey of reinvention began.

"I thought it was the worst event of my life," recalls Gordon. "I was two months away from being bankrupt. I had a mortgage, two kids, no insurance and very little savings. I was a paycheck away from losing it all. It sounds bad. It felt bad. Seen from one point of view, I suppose it was bad. But then, one day I decided that I wasn't going to let this challenge take me down. And that's when I knew I had to change what I was thinking and doing.

"I saw that what I was viewing as so terrible didn't have to be that way," he adds. "It was what I chose to make of it. So I made some decisions that changed everything and led me to do the work I do now as a writer, consultant and speaker. I often joke that I went from Fired to Fired Up. My layoff led to my life's mission and purpose. The moral of my story is that what you think is a terrible event can actually be a good thing. There is a myth that most people embark on a quest to find their destiny. But more often than not, through adversity and challenges our destiny finds us. It is during these times that we ask the important questions and make decisions that change the course of our life."

If depression, anger, and fear are your motivating factors during your layoff, you will be making a tough journey even tougher for yourself and your family, says Gordon. Worse, you'll hinder your own progress. Negative beliefs lead to negative actions, like paralysis, bad choices, shutting out friends and family. Fortunately, the opposite is also true: Positive beliefs lead to positive actions.

"We really do create our own realities," notes Gordon. "I experienced it in my own life and I've seen in the lives of others. That's why if you find yourself out of a job, you must call a moratorium on negativity—anger toward your former boss, jealousy toward employed friends and ex-coworkers, worry that you'll never be able to replicate your former salary—and start practicing positivity."

You may not find the positive energy switch right away, he warns. But keep looking and you will find it. He offers a few life-changing tips that can help you change your outlook and go

from fired to fired up:

Jettison your anger. Allow yourself to be angry, sad, bitter, upset for a few days and then let it all go. Forgive the company. Forgive your employers. Release the bitterness. Know that you can't create your future by focusing on the past. Gordon says after he was laid off, he made a conscious decision to forgive his company for letting him go and for only giving him two weeks' worth of severance pay.

"I chose to thank them, not hate them," he recalls. "Making the decision to let that bitterness go helped me to think more clearly and have more energy to take positive action. Recently I spoke with a gentleman who told me that he wished he had made the same decision after losing his job. He said it took him a year to finally move on and that his negative energy caused him to waste a lot of valuable time."

Say to yourself, "I have a dream." Then start working to achieve it. Having studied many successful people, Gordon says he's found that they all can pinpoint the moment where they decided what they truly wanted to achieve in life. It's a practice that should be required for all of us. After all, if you know what you truly want out of life, then you will do whatever it takes to make it happen. Obvious as this may sound, many people never take the time to discover it. They live on autopilot, letting circumstances shape their days and months and years and decades.

"When I lost my job, I realized that though I was initially sad to lose it I hadn't been truly happy," says Gordon. "So, I took a moment and asked myself what I truly wanted to do with my life. 'What was I born to do?' I asked. 'Why am I

here?' After a few days of thinking, the idea to open a franchise restaurant, which would hopefully allow me time to write, popped in my head. And off I went toward achieving my dream."

Choose to have faith in what you want, rather than what you don't want. Try out this riddle: What do fear and faith have in common? The answer: A future that hasn't happened yet. So why would you choose to paint that future bleak and empty, when you could paint it vibrant and fulfilling and fun?

"Fear believes in a negative future while faith believes in a positive future," says Gordon. "Even if you're not a spiritual person, why would you choose to believe the worst is going to happen? It just feels better to look to the positive future."

Start each day with "three questions." When you get up each morning, ask yourself this one question, "What are the three things I need to do today that will help me find the job and create the success that I desire?" Then, take action on those three things every day until you've achieved them. This is a great way to keep feeding your positive energy.

"You may not get there in two days, a week, or even a month," he says. "But every day you'll be one step closer to your goal. And, eventually, you will get there. Or maybe you'll find yourself somewhere even better."

Take on a "glass 92 percent full" approach to the recession. Today's employment-related statistics can be hard to get out of your head when you're searching for a job. But unlike the pundits on TV who seem all too pleased to focus on the most negative numbers available, you can choose to focus on the flip

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MANAGEMENT AND COMMUNICATING WITH CONGRESS

How NOT to Advocate for Your Business

By Stephanie Vance

Every policymaker and his or her staff have tales to tell about their, well, "interesting" meetings. Like those business-people who start their pitch with, "You never agree with me and always take money from the other side. I don't even know why I'm here. But do you think you could vote for this legislation? What if I paid for your vote with a big campaign contribution?" With a few notable exceptions, that approach is likely to get you shown to the door - and quick.

Or how about those entrepreneurs who are outraged to meet with a staff person instead of an elected official? They may say something like "I have to meet with just you? Isn't there someone more important I can talk to? I don't think you'll be able to understand this complicated issue." Hmm, that doesn't sound like a good way to make friends and influence people.

And then there are the large trade associations that literally back policymakers into a corner at public events, all the while shaking their fingers and saying things like "We demand an answer right now. After all, we pay your salary. You better do what we say." Again, while you may be thinking that, saying it is not always the best way to get opinion leaders on your side.

Needless to say, this is no way to get your policy interest heard on Capitol Hill. Yet businesses continue to believe that offering to buy votes, being rude to the staff and overwhelming an office with demands for answers works.

With a new administration, new Congress and, unfortunately, many of the same old problems, more people than ever are expected to reach out to their elected officials and staff people

to discuss policy issues. If you're interested in making a difference, it's critically important to know what NOT to say to elected officials and their staff. Some of these tips may surprise you!

Number 10: But I thought my appointment was with the Senator. I don't want to meet with "just staff."

Never, ever indicate that you are disappointed to be meeting with a staff person. On Capitol Hill, having a good relationship with a staff person can make or break your cause.

Number 9: Here's some reading material for you - our 300-page annual report.

When meeting with a member of Congress or staff person, try to limit your leave behind materials to one or two pages, and include details on where this information can be located on the Web, if appropriate. Offering the information in a file folder with your organization's name on the label will also help ensure that the materials are put in a file drawer, as opposed to the round file.

Number 8: How much of a campaign contribution did your boss get to vote against (or for) this bill?

Believe it or not, most staff has no idea who contributed to their boss' campaigns. Not only is this question insulting, but even if it were accurate, the staff person isn't likely to know.

Number 7: I assume you know all about HR 1234.

With thousands of bills being introduced during each

Congress, no staff person will be able to keep them all straight. Always provide information on the bill title, number and general provisions when communicating with a Congressional office.

Number 6: No, I don't have an appointment, but I promise I'll only take 1/2 hour of your time.

Unless it's an emergency, or you are good friends with the elected official or staff person, try not to engage in the dreaded "stop-by." Most staff are happy to try to set up a meeting if you are relevant to the office (i.e., you are a constituent).

Number 5: No, I don't really need anything specific.

If you don't ask for something - a bill co-sponsorship, a Congressional record statement, a meeting in the district, whatever - some staff will wonder why you came by. Updates on your issue are fine, so long as they are accompanied by a request. That will ensure that someone in the office thinks about you and your issue for longer than five minutes.

Number 4: What you're telling me can't be right. I heard Jon Stewart of "The Daily Show" say otherwise.

Jon Stewart is hilarious. But the phrase "opening monologue" should be a big clue as to whether you should take his assertions with a grain of salt. Most staff, or members for that matter, won't lie to you. They know that lying will get them in big trouble. Sometimes, they may see things differently than you do, but if they say a bill definitely is not going to be consid-

ered on the floor, or if there is no such legislation, I'd believe them. A perfect example is a petition that was floating around the Internet about a House Bill Number 602P from a Congressman Schnell that would impose fees on use of e-mail. There is no such thing as either House bill 602P (that's not even a possible number), nor is there a Congressman Schnell.

Number 3: We have 10 (or more) people in our group.

Congressional offices are tiny. If you have more than five people in your group, you'll be standing out in the hallway. Plus, having so many people talking at once can dilute the impact of your message. Try to limit your group to no more than five.

Number 2: What do you mean we have to stand in the hall?

See number 3. A request to meet in the hallway is simply an indication of space limitations. Nothing else.

Number 1: No, I don't represent anyone from your district. I just thought you'd be interested in what I have to say.

Members are elected to represent their constituents. Period. If you are not their constituent, you are not relevant to them. Some members do rise to higher positions, but that just means they represent the interest of other members, not the entire nation. Your time is always best spent working with your own elected official and turning them into an advocate for your cause.

Find out more at www.advocacyguru.com.

COMMENTARY

Hot dog! PETA's hypocritical

By Ryan Martinez

Writer for the University of California, Riverside, "Highlander"

You remember PETA right? People for the Ethical Treatment of Animals? What if I told you that PETA, the organization that plays Superman to mistreated animals, kills the animals it swore to protect? Well in Virginia, that is exactly what they are doing.

In 2008, PETA found homes for seven of its pets that they took in. The rest—the 2,216 other lucky pets that were taken in—were killed. That is just the tip of this very bone chilling iceberg.

Since 1998, PETA has chosen to take the lives of over 21,000 adoptable cats, kittens, dogs and puppies, rather than working hard to find these deserving pets a home. That is 85 percent! 85 percent of the pets that PETA has taken in since 1998 have been murdered.

This is the same organization that attacks people for eating meat, fish and chicken, the same organization that goes after celebrities for wearing fur, and it is the same organization that goes after the fast food chain Burger King and dubbing it "Murder King."

PETA even has its own slaughterhouse where they kill the animals. PETA should not even be allowed to have a slaughterhouse; I could have sworn it was in their contract, and if not, then it should be.

So why does such an animal loving organization kill animals? One must doubt that it has anything to do with hating animals, because they probably hate homosapiens more than they do animals. The only reason one can think of is financial, unless we consider the real reason being that they are crazy, but saying that could offend some people.

It is more cost effective for PETA to kill pets than to spend time, money and precious

resources on finding these pets a good home. But it's not like they do not have the money to help these animals. PETA oper-

ates on a mere \$32 billion annual budget.

PETA would rather use that money to advertise and ridicule

people for eating meat, rather than using a small portion of it to put the creatures they're trying to protect to rest.
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Today, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malnutrition, shame and isolation. The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs as little as \$250. It gives desperate children not just a new smile—but a new life.

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COMPUTER

The Itsy Bitsy, Teeny Weenie iPod

By J. Allen Leinberger

It has been almost a decade since I first wrote about the amazing music machine that Apple had introduced. It had only a hard drive to hold the music. No turntables. No tape deck. And with four gigs of storage it held almost 1000 songs.

I was stunned. Even the little ear buds that came with it sounded great. In years since, I have upgraded to Bose QuiteComfort 2 cans and written any number of stories on the fun that the various generations and models have provided me.

Now Apple has gone back to the basics. The iPod Shuffle, a quirky device in the line of succession, has come into its own. It is now smaller than ever, smaller even than a flashstick. It holds as much music as that original iPod from '01. Its capacity is now large enough to allow varying playlists and it has a new feature called VoiceOver, which tells you the name of the song and artist. That fellow inside the Shuffle can say anything from "Duane Eddy, his Twangy Guitar, and the Rebels" to Arthur Fiedler and the Boston Pops Orchestra.

If it weren't for the ear buds, people would think you had a lapel pin on. It clips to whatever you are wearing, even a ball cap. The volume control is on the right side wire and it puts out the same frequency as any other iPod in the family.

Since there is no screen for messages, the VoiceOver function even tells you when the battery is low. On top of

which, the VO function speaks 14 languages, including Mandarin Chinese, Turkish and Portuguese. I guess it's smarter than I am.

Like its bigger brothers, it gets its music from your iTunes program in your computer. That being said, yes, it is both MAC and PC compatible. And, in keeping with Apple's new Green policy,



iPod Shuffle—courtesy of Apple

cy, the new iPod shuffle is environmentally sound being made of recyclable aluminum. It is also PVC free, and comes in smaller more compact packaging.

So how does it sound? Because of the special ear bud plug required for the volume and VO control, the new iPod Shuffle does not accommodate the Bose headset I mentioned, but the ear buds are remarkable. Personally, I'd prefer a little better base response, but such things are subjective. It all sounds clean.

In my youth, I had a set of headphones, which I would set up through my stereo in order to listen to vinyl records at night when my folks thought I was asleep. In doing

that I discovered something that is not normally heard.

Ambiance! The studio sounds. The slide of fingers along the guitar strings. The singer inhaling. The mere presences of people standing near the mikes. It's all there in the recordings but we normally miss those

sounds because they get blocked out by whatever is

between the speakers and our ears.

Yes, the tiny little iPod Shuffle carries that ambiance. I even loaded a couple of tracks I had listened to back in the early sixties. The sounds were still there, hidden now inside that device as small as an AA battery.

If the shuffle got any smaller, it would be little more than a bump at the end of the ear bud wire. As it is, those ear buds take up more room than the device itself.

There can be no doubt that the iPod, and other related MP3 players have revolutionized the music industry. Back in the 20th century we bought disks and tapes and other things that could wear out,

crack and distort. They were shipped in boxes and we had to protect them from heat and sunlight. The tapes could jam and tear.

Today we don't buy records. We download digital content. There is, effectively, no inventory. No orders get shipped. No boxes get stored. I have recordings from the iTunes library, but nothing has left Cupertino. Apple has no need to replace its stock.

The same holds true for video. TV shows and movies come down the line and get stored on our hard drives. It doesn't matter if you want "Citizen Kane" or "Animal House." Load it into your iPhone or video iPod. Save it in your TiVo. Time shift to your hearts content. Watch "24" at 2 a.m., if you want. The networks and radio stations no longer tell you what to watch or listen to and when. You and I now make up our own programming.

In fact, if you are tired of waiting for iTunes to come to terms with the Beatles in order to get their music into your device, run down to the library and check out "Sgt. Pepper" or the White Album on CD. Load it in.

If you can wait, rumor has it that the entire Beatle catalog will become available for download sometime in the fall. It will probably take up more than the four gigs of the Shuffle. But by then the Shuffle may be smaller and hold more music. The world's smallest music player will probably just get smaller.

Law Firms

Ranked by Number of Attorneys in the Inland Empire

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Firm Address City, State, Zip	# Attorneys in I.E. # Partners in I.E.	Specialties	Clientele	# Offices in I.E. # Offices Co. Wide	Office Manager in I.E.	Local Managing Partner Title Phone/Fax E-Mail Address
1. Best Best & Krieger, LLP 3750 University Ave., Ste. 400 Riverside, CA 92501	60 50	Business, Labor Employment, Environmental Municipal & Estate Planning	Public & Private Sector Clients Ontario Mills	2 8	Patsy Hinojosa Office Manager	Eric Garner Manager/Partner (951) 686-1450/686-3083
2. Lewis, & Brisbois 650 East Hospitality Lane, Ste. 600 San Bernardino, CA 92408	30 12	Public Entity Defense, Insurance Litigation, Business & General Litigation and Appeals, Employment Law	Various Cities, School Districts, and Numerous Insurance Carriers	1 11	Eli Berna Office Manager	John S. Lowenthal Managing Partner (909) 387-1130/387-1138
3. Thompson & Colegate, LLP 3610 Fourteenth St./P.O. Box 1299 Riverside, CA 92502	20 8	Civil Litigation, Real Estate, Construction, Estate Planning, Employment, Probate	Fleetwood Enterprise Yeager-Skanska; San Bernadino Hospital	1 1	Cheri K. Endsley Office Manager	John Boyd Managing Partner (951) 682-5550/781-4012 info@tclaw.net
4. Lobb & Cliff 1325 Spruce St., Ste. 300 Riverside, CA 92507	16 3	Corporate, Estate Planning, Family Office, Intellectual Property, Litigation, Real Estate (Real Property Transactional & Real Property Litigation), Taxation Issues	The Magnon Companies, Sun Boss, Butterfield Land Co., BMW of Riv., Bank of Hemet, Lynam Industries, Inc., Travelers Insurance Co., The Home Show Plaza	1 1	Susan Lowrance Office Manager	Mark Lobb Managing Partner (951) 788-9410/788-0766 mlobb@lcl-law.com
5. Varner & Brandt, LLP 3750 University Avenue, Ste. 610 Riverside, CA 92501	16 3	Corporate, Business, Real Estate, Mining, Taxation, Litigation, Estate Planning, Mergers & Acquisitions	N/A	2 2	Philippa Jump Office Administrator	Bruce Varner Managing Partner (951) 274-7777/274-7770 vb@varnerbranch.com
6. Fullerton, Lemann, Schaefer & Dominick, LLP 215 North "D" St. San Bernardino, CA 92401-1712	12 4	Business, Civil Litigation, Real Estate, Taxes, Estate Planning, Probate, Corporate, Insurance	Diocese of San Bernardino National Orange Show Bonadiman Foundation Associate St. Bernadine Medical Center	1 1	Darla Freed Office Manager	Wilfrid Lemann Managing Partner (909) 889-3691/888-5118 dfreed@flsd.com
7. Redwine & Sherrill 1950 Market St. Riverside, CA 92501	12 7	Condemnation & Water Law, Civil, Business & Tax Litigation, Real Estate & Business Law, Tax & Estate Planning, Probate	WND	1 1	Kathy Hedges Office Manager	Justin McCarthy Managing Partner (951) 684-2520/684-9583 www.redwineandsherrill.com
8. Atkinson, Andelson, Loya, Roud & Romo 3450 14th St., Ste. 420 Riverside, CA 92501	9 3	Labor Relations & Employment, Facilities & Public Finance, Special Education, Litigation, Construction, Business, Bankruptcy, Estate Planning & Administration, Taxation	K-12 School & Comm. College Districts, Municipalities, State Agencies, Trade Groups, Non-Profit Organizations, Businesses	1 7	Kelli Sword Office Manager	Sherry G. Gordon Managing Partner (951) 683-1122/683-1144 www.aalr.com
9. Law Offices of Herbert Hafif 269 W. Bonita Ave. Claremont, CA 91711	9 0	Civil Litigation, Commercial & Business Litigation, Wrongful Termination, Product Liability, Bad Faith Litigation, Personal Injury Class Actions	WND	1 1	N/A	Greg Hafif Attorney (909) 624-1671/625-7772
10. Crandall, Wade & Low 9483 Haven Avenue, Ste. 102 Rancho Cucamonga, CA 91730	8 4	Insurance Defense, Corporate Defense, Medical Malpractice, Products Liability, Insurance Coverage	Insurance Companies, Auto Companies, County of Riverside, County of Los Angeles, Financial Companies	1 3	Sharon Rasheed Office Administrator	Curtis L. Metzgar Director (909) 483-6700/483-6701 www.cwllaw.com
11. Cibigoyenette, Grossberg & Clouse 8038 Haven Ave., Ste. E Rancho Cucamonga, CA 91730	7 4	Corp., Bus., Gen. Civil Litigation, Courts, Comm. Transactions, R.E./Condemnation, Municipal Law, Empl. Law, Construction Defect, Police Civ. Liab. Defense, Road Design/Defect Litig.	Allied Insurance, Real Estate, Business Banks of California	1 1	Veronica Speed Office Manager	Richard R. Clouse Partner (909) 483-1850/483-1840 riclouse@cgcclaw.com
12. Rose, Klein & Marias 3633 E. Inland Empire Blvd., Ste. 400 Ontario, CA 91764	7 2	Workers' Compensation, Personal Injury, Asbestos Litigation	Individuals	1 8	Patti Melick Office Manager	Robert I. Vines Managing Partner (909) 944-1711/944-1722 www.rkmlaw.net
13. Schlecht, Shevlin & Shoenberger, ALC 801 E. Tahquitz Cyn. Wy., Ste. 100 Palm Springs, CA 92262	7 6	Real Estate Law, Commercial & Business Litigation, Probate & Estate Planning, General Business Law, Family Law	WND	1 1	Charlene Treatch Office Manager	Daniel Johnson, Esq. Managing Partner (760) 320-7161/323-1758 ssslaw@ssslaw.com
14. Covington & Crowe, LLP 1131 West Sixth St., Ste. 300 Ontario, CA 91762	6 3	Municipal, General Civil Litigation, Real Estate, Tax, Employment, Estate Planning, Probate, Family, Business Law, Bankruptcy	Casa Colina Rehab. Hospital, City of Hesperia, City of Riverside/Redevelopment, Chaffey Joint Unified School Dist., Coach Sports, J. Filippi Winery, WUHS	1 1	Debbie Randall Office Manager	Claudia Normine Office Manager (909) 983-9393/391-6762 www.covcrowe.com
15. Knobbe, Martens, Olson & Bear, LLP 3403 Tenth Street, Ste. 700 Riverside, CA 92501	6 4	Intellectual Property Law, Patents, Copyrights, Trademarks, Related Litigation	Loma Linda University Medical Center, Alfa Leisure, Inc.	1 6	Debbie Randall Office Manager	Michael H. Trenholm Partner (951) 781-9231/781-4507 www.knobb.com
16. Bell, Orrock & Watase, Inc. 1533 Spruce St., Ste. 100 Riverside, CA 92507	3 0	Insurance Defense, Estate Planning, Med. Mal. Nursing Home Mal, Public Entity, Construction Defect, Wrongful Termination,	County of Riverside - Risk Management Div., City of Riverside Toxic Tort, Appellate Practice	1 0	WND	WND (951) 683-6014/683-0314 bellorrockwa@earthlink.net
17. Caldwell, Kennedy & Porter 15476 W. Sand St. Victorville, CA 92392	3 3	Real Estate, Estate Planning, Probate & Trust, Administration, Family Law, Personal Injury, Civil Litigation, Business Formation & Transitions, Corporations	WND	1 na	Connie Robles Office Administrator	Jeanne Kennedy Managing Partner (760) 245-1637/245-1301 www.mscomm.com
18. Callas and Heise 942 W. Foothill Blvd Upland CA 91786	3 2	Workers' Compensation Defense	WND Employers, Insurance Carriers	1 0	Michelle Group Denise Zimmerman	W. Steven Heise Managing Partners (909) 982-1234/982-2351

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The Drucker Institute Announces Call for Applications for \$100,000 Peter F. Drucker Award for Nonprofit Innovation

The Drucker Institute at Claremont Graduate University has announced a call for applications for the 2009 Peter F. Drucker Award for Nonprofit Innovation.

The first-place prize is \$100,000. That's up from the \$35,000 awarded in previous years, thanks to a generous grant from The Coca-Cola Foundation. The second-place award is \$7,500, and the third-place prize is \$5,000.

The award application is now available on the Drucker Institute Website (www.Druckerinstitute.com). The submission deadline is July 1. (If you have questions about the application or award process, please contact award@druckerinstitute.com).

Administered annually since 1991, the Drucker Award is granted to a social-sector organization that demonstrates Drucker's definition of innovation—change that creates a new dimension of performance. In addition, the judges look for programs that are highly effective and that have made a difference in the lives of the people they serve.

"Peter told us that the purpose of this prize is to find the innovators, whether small or large; to celebrate their example; and to inspire others," said Rick Wartzman, director of the Drucker Institute. "This is especially important this year as our flagging economy has left many nonprofits struggling financially while the needs that they're trying to meet are greater than ever."

The winners of this year's competition will be recognized at a gala dinner in Los Angeles later this fall, preceded by a one-day conference on innovation in the social sector. Both of these events have been designated official activities of the Drucker Centennial, which marks Peter Drucker's 100th birthday. (For more on the centennial, please

visit www.drucker100.com).

Widely considered the father of modern management, Drucker not only consulted for major corporations, he advised the Girl Scouts of the USA, the Red Cross, the Salvation Army and countless other social-sector organizations. He called the non-

profit "America's most distinctive institution."

The 2008 first-place Drucker Award winner, selected from more than 500 nonprofits that applied for the award, was KickStart International, a San Francisco-based organization. KickStart fights poverty in

Africa by creating and selling simple tools that help poor entrepreneurs increase their income. Among its innovations is the MoneyMaker irrigation pump, which allows small-scale growers to produce high-value crops year-round and make the transi-

continued on page 39

Free Medical Care for Children

A no-cost screening clinic will be held to identify children in your area who can benefit from the expert orthopaedic and burn care provided at Shriners Hospitals.

If you know of any children under 18 who have problems of the bones, joints or muscles, or problems associated with healed burns, bring them to the free clinic for an evaluation to find out if they are eligible for free, expert medical treatment.

All care provided at Shriners Hospitals is absolutely free of charge.

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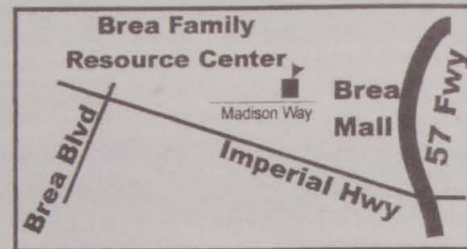
- Scoliosis
- Neuromuscular disorders
- Hand and back problems
- Leg length discrepancies
- Rickets
- Congenital hip problems
- Juvenile rheumatoid arthritis
- Orthopaedic problems associated with cerebral palsy

For Information Call:

Terry Conahan
(714) 839-3292

Brea Family Resource Center
Cheryl Cooley
(714) 990-7159

Spanish:
Bonnie Weiss
(714) 893-4315

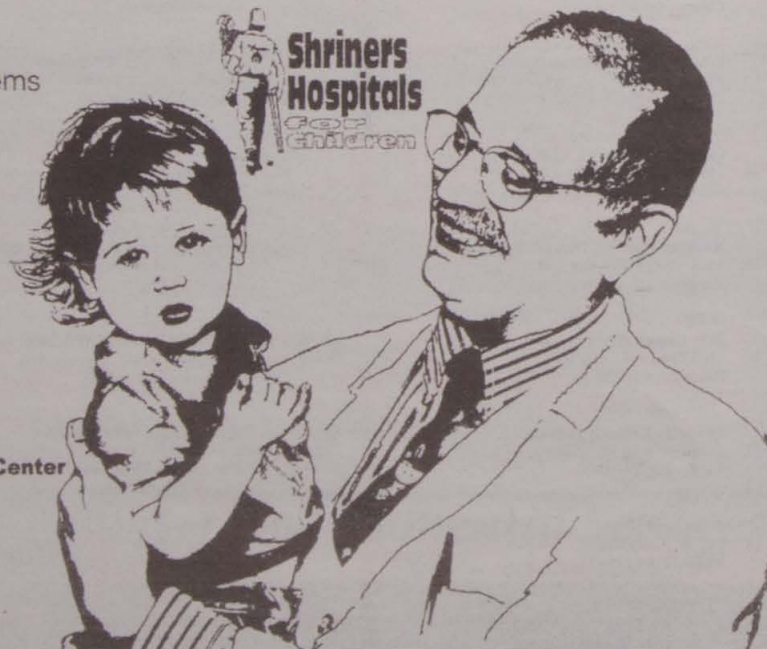


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Vicenti, Lloyd & Stutzman, leading San Gabriel Valley/Inland Empire Certified Public Accounting firm, names Tina Henton Partner

CPA and Senior Manager Tina Henton will become the newest partner at Vicenti, Lloyd & Stutzman (VLS), a 56-year-old mid-size certified public accounting and business consulting firm headquartered in Glendora and a leading accounting firm serving clients throughout the California area.

The move brings the total number of partners at VLS to nine. Her appointment will become official on July 1. "Tina joined VLS nearly 10 years ago essentially beginning her second career, bringing to the table another 12 years of experience working at a variety of levels with major retail outlets up to the positions of assistant manager and manager," said Carl Pön, managing partner of VLS. "We are branching out, trying to do some different things," she said. "While some areas may be slowing somewhat due to the demands of business, there are other areas in the firm that are increasing."

As an example, she said there have been more requests for support than usual from the firm's fraud investigation team. She joined VLS in 1999 and was promoted to senior manager in 2006.

She is a member of the

California Association of School Business Officials, the American Institute of Certified Public Accountants, and the California Society of Certified Public Accountants.



Tina Henton

Temecula Bank...

continued from pg. 2

Troubled Assets Relief Program. Shareholders had until Dec. 31 to approve a preferred stock issuance so the company could participate in the bailout, but as of Feb. 13, the company still hadn't received approval, SEC documents show.

"We have engaged Stifel Nicolaus to assist us in exploring capital alternatives," Chief Executive Officer Frank Basirico said in a recent statement. "We are working closely with them to determine the feasibility, structuring and potential terms for investment inquiries that we have received to date, should these opportunities progress."

Pacific Power...

continued from pg. 2

environment and demonstrating its commitment to the planet by using solar energy" says Gina Heng, general manager at Mitsubishi Electric Photovoltaic Division.

Kelly McMahon, director of sales for Pacific Power

Management said "There are many companies like Sierra Aluminum throughout the state that will soon be required to lower their carbon emissions due to California's AB32. Solar power is the answer to this issue and Pacific Power Management is currently working along with SCE to assist other Southern California companies to

achieve this goal."

With energy costs skyrocketing, the solar installation will help Sierra Aluminum reduce their costs for the primary manufacturing and extrusion facility. When the plant is not operating, the solar system will feed electrical power back into SCE's electrical grid. PPM simplifies the entire

process of buying solar power with a long-term Power Purchase Agreement and comprehensive project and facility management. The host customer can buy power at a lower rate than from their utility company; have immediate savings, and the ability to eventually own the system with no upfront cost.

"Our ability to finance these solar power plants enables us to build a steady pipeline of successful projects throughout California. This solidifies our commitment to provide clean energy for many years and to continually build strong relationships with our host customers," said Mark Frederick, managing partner for Pacific Power Management. PPM has recently completed over 3.6 MW within their Power Purchase Agreement program. By summer of 2009, PPM will have nearly 6 MW of completed solar power plants within their PPA portfolio. This will bring PPM's total installed base to over 11MW.

Mitsubishi Electric is one of the world's largest manufacturers and providers of solar power technology, including PV cells, modules and inverters. The company's eco-friendly photovoltaic systems are used throughout the world to bring clean, reliable energy to residences, business, power generation plants, schools, factories and areas without access to electricity, as well as other applications such as highway and stadium lighting. In the United States, Mitsubishi Electric photovoltaic panels are marketed by Mitsubishi Electric & Electronics USA, Inc., and sold only through authorized distributors and installers. For more information visit www.mitsubishi-electricsolar.com or call 714.220.2500.

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Inland Empire...

continued from pg. 3
 other states.

The state could greatly benefit from a detailed cost comparison analysis outlining how they stack up against the competition. The case for relocation and resulting cost savings is strong, and legislators in Sacramento may be shocked to learn how their state compares to other Western states.

Energy costs and utility rates are also a big concern among businesses, particularly for manufacturers who are large users. California has the seventh highest energy rates in the nation, according to the SBE Council's 2009 Energy Cost Index. Furthermore, if the federal government's proposed cap and trade legislation passes, it could be devastating for California's businesses with a potential increase in utility rates of nearly 18 percent. Meanwhile, other states tout low utility rates as another selling point for relocation, offering companies an opportunity to cut utility costs by up to 50 percent.

2. Keep workers' compensation in check.

Out-of-control workers' compensation rates have devastated California businesses. Skyrocketing costs drive directly to an employer's bottom line and make it increasingly difficult for them to compete.

Aggressive fraud monitoring and diligence by the state legislature are the best defenses. Persuasive doctor and lawyer lobbyists must be kept at bay in order for meaningful reform to take hold. Recruiters will continue to prey on California businesses until the workers' compensation system demonstrates a sustained solution.

3. Place priority and value on small business.

California must make the state's business climate conducive to growth and success. It should pay attention to the 3.4 million companies who make up nearly 90 percent of its economy rather than simply focus on Blue Chip companies whose brands dominate in the global marketplace. The fact is that small business is the backbone of the economy.

Economic development organizations must pay more attention to meeting their needs and support them to stay happy, healthy and home.

Based on the state's passive role in nurturing its own, the Inland Empire's business community and economic development organizations need to develop a strategy to keep their companies. They should be in communication with local companies, especially those who are highly vulnerable, such as footloose companies who aren't location dependent. Economic development organizations should make it known that they are willing to help solve companies' business problems. If an outside recruiter engages with a company, there ought to be an open invitation from economic development organizations to work together, ultimately working to convince the company to stay.

If a company does decide to leave, economic development organizations should not just stop there. They should spend time talking to companies that have left to find out what drove them away. Much like a job exit interview, loss reviews can be helpful in preventing companies from leaving.

4. Family values and lifestyle weigh in.

Family impacts and other quality of life factors continue to weigh heavily on businesses seeking to attract and retain talented employees. Workers are ringing up

business. Taxes - including sales, income and corporate - are extremely high in comparison to

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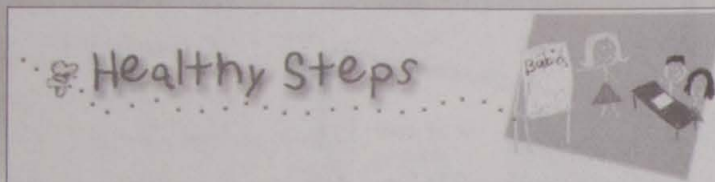
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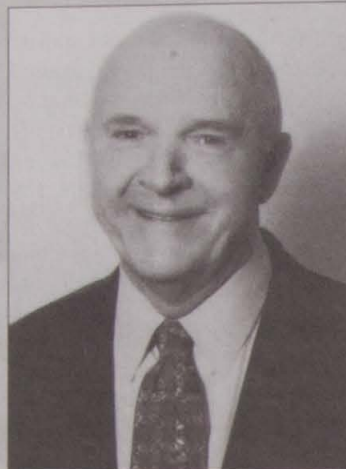
INLAND EMPIRE People and Events



The Healthy Family Foundation held its annual Chairman's Circle Wine Tasting and Cellar Tour Fundraiser, hosted by founding Chairman and Board President Bill Powers and his wife, Anita.

The Healthy Family Foundation, based in Palm Desert, is dedicated to preventing child abuse and neglect in the Coachella Valley.

For more information about this foundation and more, visit www.jfkfoundation.org or call (760) 776-1600.



Congratulations! Gordon Moller was sworn in as mayor of Rancho Mirage. It will be Gordon Moller's first time serving as mayor.

For more information about the mayor or about the Rancho Mirage's chamber, visit www.ci.rancho-mirage.ca.us or call (760) 324-4511.

17th Annual Senior Inspiration Awards

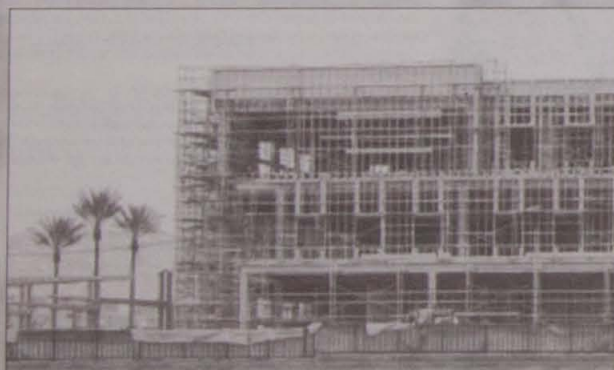
Seniors honored by official's office for volunteer work. Twelve senior citizens from across the Coachella Valley will be recognized this month for their volunteer work and community service at the 17th Annual Senior Inspiration Awards.

This year's awards luncheon was presented by Riverside County Supervisor Roy Wilson's office. Each recipient was chosen by his or her respective city to receive recognition.

Listed are the 17th annual Senior Inspiration Award recipients:

Cy Breen — Cathedral City
Raquel Medina — Coachella
Maureen Williams — Desert Hot Springs
Elizabeth Luce — Indian Wells
Arthur Preciado — Indio
Mildred Donley — La Quinta
Lee Simmons — Palm Desert
Hal Ball — Palm Springs
Marcus and Dolores Lewis — Rancho Mirage
Vera Ballen — Riverside County (Sky Valley)
Norm Cady — Riverside County (Vista Santa Rosa)

For more information about this event or upcoming events visit www.coachellachamber.com or call (760) 398-8089.



New facility will bring care closer. One of Eisenhower Medical Center's most expansive projects is coming to La Quinta.

The Eisenhower George and Julia Argyros Health Center is being built on Washington Street in La Quinta.

For more information on Eisenhower Medical Center, visit www.ema.emc.org or call (760) 834-3796.

Employment Services/Agencies

continued from page 14

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Company Name Address City, State, Zip	Offices I.E. Companywide	Employees I.E. Prof. Recruiters Yr. Estab. I.E.	# of Searches/Year Search Area	Avg. Candidate Salary Range Type of Search Fee	Services	Top Local Executive Title Phone/Fax E-Mail Address
20. Mgmt. Recruiters, I.E. Agency 18 E. States St. Redlands, CA 92373	1 1,000	2 3 1986	200 International Contingency	\$50,000	Construction/Engr. Arch.	Maurice R. Meyers Manager (909) 335-2055/792-4194 maurice@mrredlands.com
21. Olympic Staffing Services 333 E. Concourse St., 7100 Ontario, CA 91764	1 5	300 5 1983	WND S.B./Riv. Cntys.	Varies Staffing	Temporary Permanent	Michael J. Lamp President (909) 985-2389/931-0279
22. Resume Recruiters 2910 S. Archibald Ave. Ontario, CA 91761	1 0	4 6 2006	50-100 I.E., Orange County, Los Angeles	\$40,000-120,000	Direct Hire	Chalana Potts CFO (951) 264-5477/(810) 855-6047 chalanapotts@resumerecruiters.com
23. Riverside Personnel Services, Inc. 3590 Central Ave., Ste. 200 Riverside, CA 92506	1 1	5 5 1978	WND Inland Empire Employer Paid	\$25,000-75,000	Full/Part time, Temporary, Accounting/Office Support, Direct Hire	Susan Mitchell/Zelma Beard Founders (951) 788-7900/788-1676
24. Spherion 3602 Inland Empire Blvd., Ste. A130 Ontario, CA 91764	1 900	5 3 1964	N/A	Varies by Skill	Full Service, Administration, Lt. Industrial, Office Support	Stephanie Mitchell Branch Manager (909) 941-1600/941-1709
25. Ultimate Staffing Service 3633 Inland Empire Blvd. Ontario, CA 91764	1 90	6 4 1994	na All I.E. Employer Paid		Light Industrial, Clerical, Warehouse, Temp, T-H, Direct Hire	Pamela Piruelas Service Manager (909) 466-6099/483-2031 inland@ultimatestaffing.com

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Introduction:

The "Out to Eat" television show celebrates the enjoyment of dining out with family and friends at local eateries that possess character and a sense of community. Each segment includes: vibrant and colorful plate presentations, fast paced food preparation—as well as scenic views of the communities we visit to illustrate the lifestyle, and entice viewers to take part as we learn where the food is grown, bought and finally prepared. The topics explored each week are very relevant to a large viewing demographic—that is only increasing as more people become aware of and attracted to healthy, local cuisine. The show will appeal to viewers who are looking for great food that is inexpensive and can be found at the local "hole in the wall" restaurants. Not only are viewers introduced to the food, but also to the people who prepare it, the owners, cooks, and chefs who share their stories and personalities.

About the Host:

Cliff Young (a.k.a. "The Minister of Culinary Awareness") has over 32 years of experience in the restaurant industry, starting as a dishwasher and moving up to designing and building his own award-winning restaurants. He is a member of the Association of Food Journalists and writes for many food and beverage publications. When he's not working on his weekly "OUT TO EAT" radio program, you might find him judging a food competition, lecturing at culinary schools, or traveling the globe in search of the finest food and drink. He brings fresh, quirky and intriguing insights into the world of food, beverages, travel and entertainment.



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Your customers are already searching online. LocalAdLink can help make your business stand out. Local cable and radio are also changing—with the arrival of TIVO, people are skipping commercials more than ever and now with satellite radio such as XM and Sirius, local programming is becoming harder and harder to find. Reaching new customers in your local area is vital to your continued success and LocalAdLink can help.

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03 WHEN?

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04 WHERE?

*In your targeted local market as part of LocalAdLink's directory AND on our national network of major websites.

05 HOW?

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Environmental Companies Serving the Inland Empire

continued from page 10

Listed Alphabetically

Company Name Address City/State	Billings (\$millions) 2007	Regional Breakdown % or \$ (millions) L.A./O.C./I.E.	Yr. Founded Headquarters No. Employees	Specialties	Clientele	Top Local Exec. Title Phone/Fax E-Mail Address
17. Leighton Consulting 17781 Cowan Ste. 140 Irvine, CA 92614	\$3	15,000,000 15,000,000 15,000,000	1996 Irvine 100	Environmental Engineering & Construction Services, Remediation Technologies	Private Developers, Public, Oil Mfg. Industries	Tom Benson President (949) 250-1421/250-1114 tbenson@leightongroup.com
18. Lilburn Corporation 1905 Business Center Dr. San Bernardino, CA 92408	\$2.12	0% 0% 100%	1989 San Bernardino 12	Mine Reclamation Planning, Land Use Permitting, Landfill Assessments & Permits, EIRs	Public Agency, Private Landowner, Utilities, Waste Management Companies	Steve Lilburn President (909) 890-1818/890-1809 steve@lilburncorp.com
19. Marcor Remediation, Inc. 16027 Carminita Rd. Cerritos, CA 90703	\$55	30% 10% 8%	1980 Baltimore, MD 500	Asbestos, Mold & Lead Abatement, Facility Decontamination, Environmental Remediation	Commercial/Industrial Properties Aerospace, Utilities	Tim Miller Vice President (562) 921-2733/921-2383 miller@marcor.com
20. Medtox, Inc. 550 N. Park Center, Ste. 102 Santa Ana, CA 92705	\$4.1	50% 20% 30%	1982 Santa Ana 10	Toxicology/Risk Assessment, Industrial Hygiene & Safety, Env. Engin., Env. Health Ser., Training, Asbestos, Geotechnical,	City of San Bernardino IVDA, Riverside Waste Management, ARCO, Fleur Lead-Based Paint Mgmt.	David Eaton President (714) 480-0111/480-0222 ecolog@ix.netcom.com
21. Michael Brandman Associates 621 E. Carnegie Dr., Ste. 100 San Bernardino, CA 92408	\$13.5	5% 10% 63%	1982 Irvine 135+	Natural Resources Mgmt., Wetland & Water Issues, CEQA/NEPA, Cultural & Paleontological, Air Quality & Noise Studies	Public & Private Developers	Michael Brandman President/CEO (909) 884-2255/884-2113 avirice@brandman.com
22. Onyx Environmental Services 5202 Oceanus Dr. Huntington Beach, CA 92649	\$66.2	65% 20% 15%	1973 Oakbrook, IL 4,400	Collection Transportation Treatment & Disposal	Aerospace Public Utilities Private Business	Chris Mogward Office Manager (714) 379-6000/379-6010
23. PBS & J 175 Calle Magdalena Encinitas, CA 92024	WND	WND	1985 3,500	Waste Water	Miami, FL Environmental Water, Construction Support	Gary Silverman Manager (760) 753-1120/753-0730
24. PCR Services Corp. 233 Wilshire Blvd., Ste. 103 Santa Monica, CA 90401	WND	WND	1974 Santa Monica 62	CEQs/NEPA Documentation, Consultants, Air Quality/Environmental Acoustics, Biological, Cultural Resources Mgmt., Res., Commercial, Real Estate, Health Care, Manufacturers	Educational Entertainment, Museums, Landfills, Superfund Sites, Roads, Waterworks	Gregory J. Broughton President (310) 451-4488/451-5279 g.broughton@pcmet.com
25. PDS&J 12301 Wilshire Blvd., Ste. 430 Los Angeles, CA 90025	\$12.6	50% 30% 20%	1968 San Francisco 103	Environmental Documentation, Planning, Resources Management	Local Governments, Law Firms, Private Industry	Terri Vitar Regional Manager (310) 268-8132/268-8175 tvitar@eipassociates.com
26. PSI 3960 Gilman Street Long Beach, CA 90815	\$1.2	700k 300k 100k	1961 Oakbrook Terrace, IL 2,080	Phase I,II,III Site Assess., Enviro. Audits Hazardous Waste Investigations Risk Assessments, NEPA/LEQA Studies	Aerospace, Mjr. Oil Cos. Local, State & Federal Governments, Environmental Banking & Legal, Manufacturing Remediation Syst. Design & Installation	Eric Friske Department Manager (562) 597-3977/597-8459
27. Ralph Stone & Co., Inc. WBE 10954 Santa Monica Blvd. Los Angeles, CA 90025	\$1	90% 8% 2%	1953 Los Angeles 12	Envir. Ph. I, II, III Property Assessments, Soil Grndwtr, Asbestos, Leadpaint, Haz. Waste Mgmt., Governments Stormwater Pollution Mgmt., Mold Investigations	Banks, Insurance Companies, Governments Stormwater Pollution Mgmt., Mold Investigations	Rick Kahle President (800) 815-9613/(310) 478-7359 rstoneco@aol.com
28. RES Environmental Inc. 865 Via Lata Colton, CA 92324	WND	70% 25% 5%	1986 Colton 10	Regulatory Compliance Monitoring, Air Toxics Testing, PM-10 Particular Testing, Air Quality Instrument Repair, Weather Forecasting	Landfills, Testing, Oil Refineries, Industry, Government & Regulatory Agencies	Betty Roberts President (909) 422-1001/422-0707
29. Tetra Tech, Inc. 348 W. Hospitality Lane, Ste. 100 an Bernardino, CA 92408	WND	WND WND WND	1966 Pasadena 6,000	Environmental Science & Engineering, Hazardous Waste Mgmt. & Remed., Grndwtr. Mgmt. & Remed., Landfill Mgmt.	DOE, U.S. Airforce, CAL EPA, County of San Bernardino	Thomas J. Villeneuve Vice President (909) 381-1674/889-1391 javier.weckmann@tetratech.com
30. TRC 21 Technology Drive Irvine, CA	\$368	WND WND WND	1969 Windsor, CT 2,700	Environmental Assessment/Remediation, Biological & Cultural Resources, CEQA/NEPA, Protected Species	City, County & State Agencies, Private Sector, Land Owners, and Developers	Leonard Sequeira, P.E. Business Director (949) 727-9336/727-7399
31. Ultrasytems Environmental 100 Pacifica, Ste. 250 Irvine, CA 92618-7443	\$3.2	95% 5%	1994 Irvine 32	CEQA/NEPA, Technical Assessments (Biological, Air Quality)	Public Agencies Private Co.	Betsy A. Lindsay President/CEO (949) 788-4900/788-4901 blindsay@ultrasystems.com
32. URS Corporation 3500 Porsche Way Ontario, CA 91764	\$2,100	25% 33% 42%	1905 San Francisco 16,000	Comp. Environmental Svcs., Multi Disciplinary Eng. Construction Mgmt., Water & Waste Water Eng., Solid Waste Mgmt. Litigation Support, Transportation	Federal Government City/County & State Agencies Private Sector	Brian E. Wynne V.P./Office Manager (909) 980-4000/980-1399
33. Waste Management - Inland Empire 800 S. Temescal St. Corona, CA 92879-2058	\$65	0 0 100%	1955 Corona 275	Solid Waste Collection Processing & Disposal	Municipal	J. Alex Braicovich District Manager (951) 280-5400/280-5434

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RESTAURANT CLOSURES

Las Tortas Mexican Food
32999 Yucaipa Blvd., Ste. 115
Yucaipa, CA 92399
Date Closed: 4/9/09
Date Reopened: 4/10/09
Reason for Closure: Lack of
Hot Water

El Noa Noa
10892 Cedar
Bloomington, CA 92316
Date Closed: 4/10/09
Date Reopened: 4/10/09
Reason for Closure: Lack of
Hot Water

Fish Hook
9844 Sierra Ave.
Fontana, CA 92335
Date Closed: 3/24/09
Reason for Closure: Vermin
Infestation

El Mesquite Restaurant
9966 Bloomington Ave.
Bloomington, CA 92316
Date Closed: 3/26/09
Date Reopened: 3/27/09
Reason for Closure: Lack of
Hot Water, Sewage
Contamination

El Charro De Jalisco
2525 N. Del Rosa Ave.
San Bernardino, CA 92404
Date Closed: 3/18/09
Reason for Closure: Lack of
Potable Water, Insanitary
Conditions

Eagle Tacos Pizza & Seafood
15356 La Paz Dr., Ste. 8
Victorville, CA 92392
Date Closed: 3/11/09
Date Reopened: 3/11/09
Reason for Closure: Lack of
Hot Water

El Taco Mexican Food
16133 Foothill Blvd.
Fontana, CA 92335
Date Closed: 3/11/09
Date Reopened: 3/11/09
Reason for Closure: Lack of
Hot Water

Golden Star Buffet
17376 Main St., Ste. C
Hesperia, CA 92345

Date Closed: 3/9/09
Date Reopened: 3/11/09
Reason for Closure: Vermin
Infestation

Golden Dragon
1130 Pepper Ave., Ste. D
Colton, CA 92324
Date Closed: 2/13/09
Date Reopened: 2/18/09
Reason for Closure: Lack of
Hot Water, Unsafe Food
Temperatures, Insanitary
Conditions, Other Unsafe
Conditions

TOGO'S
525 E. Hospitality Lane.
San Bernardino, CA 92401
Date Closed: 2/12/09
Date Reopened: 2/13/09
Reason for Closure: Lack of
Hot Water

Rite Aid, Ice Cream Section
585 S. Riverside Ave.
Rialto, CA 92376
Date Closed: 2/9/09
Date Reopened: 2/10/09
Reason for Closure: Lack of
Hot Water

Taqueria La Raza
479 W. Baseline Rd.
Rialto, CA 92376
Date Closed: 2/9/09
Reason for Closure: Lack of
Hot Water, Insanitary
Conditions

El Paisa Grill
9673 Fontana
Fontana, CA 92334
Date Closed: 2/9/09
Date Reopened: 2/9/09
Reason for Closure: Lack of
Valid Health Permit

Jelly Donut
73570 29 Palms Hwy
29 Palms, CA 92277
Date Closed: 2/5/09
Reason for Closure: Other
Unsafe Conditions

7-Eleven
665 S. Riverside Ave.
Rialto, CA 92376

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Inland Empire...

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excessive commuting costs that total more than just time.

While Californians have felt a brief reprieve from last year's high gas prices, costs have begun to climb again. Employees cannot afford to spend two hours or more commuting with gas prices nearing \$3 per gallon. This is where offers from other regions of average commute times of 15 minutes become very attractive.

Public transportation needs to remain a focus. Workers desire options that ease the burden of commuting and provide financial relief, many of which have added social and environmental benefits.

Another concern for businesses is the quality of education for their children and their employees' children. Frustrated with the quality and safety in California's public education system, parents are turning in larger numbers to private schools. Private education comes with a cost, further increasing cost of living.

California's housing costs are among the highest in the nation. Companies considering relocation are pleasantly surprised to learn that housing in other places is accessible and affordable for owners and their employees.

Finally, from a pure lifestyle point of view, amenities like a slower pace and recreational amenities, such as nearby lakes and mountains, present additional appeal. Once the business case is solid, these factors often become a tipping point in influencing decisions to move companies out of California.

5. Minimize public process.

Relocation decisions are driven by many factors. The hassle factor is another one of them. Obstacles, such as California's prolonged and cumbersome permitting processes push companies to look elsewhere for streamlined, predictable permitting. Regions with business-friendly public processes demonstrate they value business and the jobs they represent.

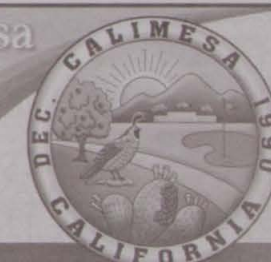
California must place higher priority on businesses and create a business climate through public policy and retention initiatives that demonstrate companies are valued and a significant part of the state's economy. The Inland Empire region can play a critical role in getting to know its companies, identifying warning signs, advocating on their behalf and supporting them so they succeed. Otherwise, many will continue to flee to places where they will be welcomed and where they can grow and prosper.

Bob Potter is business recruiter for the Inland Northwest Economic Alliance, a regional economic development collaborative in eastern Washington and northern Idaho. For over 25 years he has recruited companies from southern California to this region. For information, log onto www.inlandnorthwestregion.com

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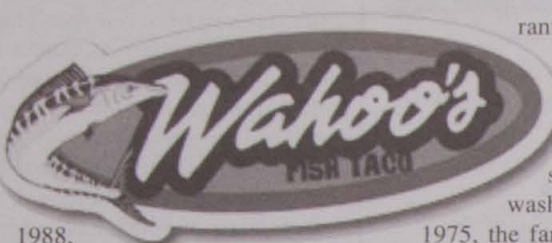
908 Park Avenue, Calimesa, CA 92320

jvonklug@cityofcalimesa.net | www.cityofcalimesa.net

Wahoo's Fish Taco is a restaurant chain with a Mexican-Brazilian-Asian menu and Hawaiian North Shore vibe founded in Costa Mesa in 1988 by brothers Eduardo Lee, Mingo Lee and Wing Lam. Categorized as a "fast-casual" restaurant, the quality and preparation time of its food is between that of a fast-food restaurant and a more formal restaurant. Wahoo's expanded to Laguna Beach and Huntington Beach, and now has locations in California, Colorado, Hawaii, and Texas. The corporate headquarters are in Santa Ana.

Wahoo's History and Story
The Wahoo's story begins in

All food including the salsa, fish, meat, and rice are prepared fresh each day onsite.



1988, when the three Wahoo's brothers, Wing, Ed and Mingo, combined their love of surf and food to create a restaurant with an eclectic Mexican/Brazilian/Asian menu and a Hawaiian north-shore vibe.

Wing, Ed and Mingo were born with the love of restaurants in their blood. Growing up in San Paolo, Brazil, they actually spent their early years above their parents' Chinese restau-

rant. After school, you could find the brothers in the restaurant peeling shrimp or washing dishes. In 1975, the family moved to Orange County where their dad

opened the famous Shanghai Pine Garden Chinese restaurant on Balboa Island. People such as John Wayne would frequently eat there.

The brothers grew up both in the restaurant and on the beaches. Addicted to surfing, they would travel south to

Mexico to surf and there got introduced to the fish taco. Years of surfing trips to Mexico created a craving for the specialty of charbroiled fish, salsa and tortillas.

In 1988, the brothers decided to import the fish taco to



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Independent Banks

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Ranked by Total Assets as of January, 1 2009

Bank Name Address City, State, Zip	Tangible Assets (\$ mils)	Tangible Capital (\$ mils)	Tangible Capital Ratio	Risk-Based Capital Ratio	YTD Income (\$ mils)	Top Local Executive Title Phone/Fax E-Mail Address
5. Palm Desert National Bank* 73-745 El Paseo Palm Desert, CA 92260						Kevin McGuire Chairman/CEO (760) 340-1145/340-1387 www.pdnb.com
6. Union Bank of California* 26407 Ynez Road Temecula, CA 92591						Nancy Wilson Vice President (951) 296-5368/296-5373
7. Vineyard Bank* 200 South Main Street Corona, CA 92882						Jim LeSieur President/CEO (951) 278-1092/278-2444

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Law Firms

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Ranked by Number of Attorneys in the Inland Empire

Firm Address City, State, Zip	# Attorneys in I.E. # Partners in I.E.	Specialties	Clientele	# Offices in I.E. # Offices Co. Wide	Office Manager in I.E.	Local Managing Partner Title Phone/Fax E-Mail Address
19. Epsten Grinnell & Howell, APC 41870 Kalmia St., Ste. 160 Murrieta, CA 92562	3 1	Community Assoc., Enforcement Litigation CC+R Councils; Assessment Correction Services; Const. Defect Litigation; Reconstruct. Support	Home Owners Associations, Corporate	1 2	Linda Adams, Esq.	Thomas S. Gatlin, Esq. Managing Partner (951) 461-1181/461-2916 lsgatlin@epsten.com
20. Holstein, Taylor, Unitt & Law 4300 Latham St. Riverside, CA 92501	3 2	Personal Injury, Workers' Compensation, Family Law	Insured Workers, General Public	1 1	N/A Admin. Svcs. Mgr.	Brian C. Unitt, Esq. Managing Partner (951) 682-7030/684-8061 brianunitt@linkline.com
21. Roth Carney Knudsen, LLP 3850 Vine St., Ste. 240 Riverside, CA 92507	3 3	Litigation, Labor and Employment Law, Land Use, Zoning, Environmental, Media Law, Trademark Law	WND	1 0	Richard D. Roth	Richard D. Roth Attorney (951) 682-6500/682-6591 rroth@rothcarney.com
22. Kring & Chung, LLP 3602 Inland Empire Blvd., Ste. B-208 Ontario, CA 91764	3 2	Construction Law, Business Law, Insurance Law, Employment Law, Family Law, Estate Planning	Growing Inland Empire Businesses, Construction Contractors	1 4	Kim Cantrall Office Manager	John R. Blakeley, Esq. Partner (909) 941-3050/941-4499 jblakeley@kringandchung.com
23. DesJardins and Panitz, LLP 3838 Orange St. Riverside, CA 92501	2 2	Civil & Business Litigation, Real Estate, Bankruptcy	WND	2 2	Wendy Curran Legal Administrator	Michael DesJardins Managing Partner (951) 779-1501/779-8379 www.djlawyers.com
24. Dickman & Holt 3638 University Ave., Suite 212 Riverside, CA 92501	2 2	Civil Litigation, Construction, Real Estate, Employment, Business Litigation, Premises, Liability Defense	Owners, Contractors, Design Professionals, Equipment Suppliers, Engineers	1 1	Montessa D. Holt Partner	John G. Dickman Partner (951) 683-3693/683-3670
25. Mugg & Harper, LLP 325 W. Hospitality Ln., Suite 110 San Bernardino, CA 92408	2 2	Insurance Defense, Personal Injury, Family Law, Civil, Business, General Litigation	Insurance Companies, Cities, Counties, Governmental Agencies	1 1	Diana Harper Office Manager	M. Mugg/L. Harper Managing Partners (909) 885-4491/888-6866 www.muggandharperlaw.com
26. The Miller Law Firm 620 Newport Center Dr., Ste. 700 Newport Beach, CA 92668	2 2	Construction Defect	Homeowners Associations Property Managers Home Owners	1 7	Rachel Miller Attorney	Thomas E. Miller CEO (800) 403-3332/(949) 442-0646
27. Anderson & Kriger 2155 Chicago Ave., Ste. 300 Riverside, CA 92507	1 1	Construction Defect, Litigation	Homeowners	1 5	Barbara Follett Office Administrator	Mr. Sickinger Attorney (951) 787-7146/787-7168 www.a-k.com
28. Ferguson Law Firm 73101 Highway 111, Ste. 1 Palm Desert, CA 92260	1 1	Govt. Relations, Civil Litigation, Land Use, Contract Disputes, Solid Waste	Lomas Outdoor Auction, Fairway Outdoor Advertising, Morris Communications Florida Power Light	1 1	N/A	James Cato Ferguson Partner (760) 776-8233/776-8255 info@govlaw.com
29. Law Office of John T. Hranek 28057 Bradley Rd. Sun City, CA 92586	1 1	Probate, Estate Planning, Wills, Trusts, Family Law, Bankruptcy, Real Estate, Mediation	WND	1 1	N/A	John T. Hranek Attorney (951) 679-6774/679-0834 hraneklaw@yahoo.com
30. Law Offices of Sal Briguglio 9333 Baseline Rd., Ste. 110 Rancho Cucamonga, CA 91730	1 0	Corporate and Business, Probate, Family and Criminal Law	WND	1 1	N/A	Sal Briguglio Partner (909) 980-1100/941-8610 litiga8@aol.com

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Lead through...

continued from pg. 8

family intrudes on work. That's balance. Sometimes you choose to work longer. Sometimes you choose to invest more time with your family.

4. Become Obsessed With Your CEO.

Businesses that obsessively focus on serving customers, employees and owners (CEO), while fostering leadership throughout the organization, perform much better than comparison companies. These enlightened organizations:

- Grow revenues four times faster
- Create jobs seven times faster
- Grow owner equity 12 times faster
- Produce profits that are 756 times greater

During times of adversity many people disengage. It's easy to escape into habits of self-absorption and selfishness. However, it's more productive and satisfying to give your best efforts to serve others. You make a living by what you get. You make a life by what you give. Continue to give your best efforts to serve others. Give to those less fortunate. The principle of giving and receiving is the key to unlocking success in all areas of life.

5. Achieve Your Most Important Priorities.

Priorities are what matters most. They may be:

- Problems to solve
- Goals to achieve
- Capacities to develop

As you clarify and achieve your most important priorities, you make progress in the most important areas of your life. Only you can make your unique contributions in these areas. To prioritize effectively, ask yourself what are the most important actions you can take in each area. Then, prioritize the actions as follows: A = must do B = should do C = could do. Do the A priorities first, then the B priorities. You'll always be focused on things that matter most. It has been suggested that one minute of planning time may save 12 minutes in execution time. Prioritize your list. Go to work.

6. Create an Inspired Definition of Success.

Webster defines success as, "the accomplishment of what is desired or aimed at; the attainment of wealth, fame and prosperity." This is an inadequate definition. We all know people who have achieved what they "aimed for" only to make themselves and others miserable. Many others have discovered wealth and fame are short-lived and unsatisfying. There is much more to success than achieving "something." Success is best defined by our contributions to others. That kind of success can be achieved by anyone in any economy.

For more information visit www.joecalhoon.com or call 816-285-8144.

From Fired...

continued from pg. 15

"Dwelling on the higher number will likely be better for maintaining a positive state of mind during your job search," says Gordon. "Always remember, the choice is yours."

Choose to be humble and hungry. Be humble, advises Gordon. Know that you don't have all the answers and can learn something

side, says Gordon. Rather than fixating on 8 percent unemployment, focus on 92 percent employment.

Green Valley Initiative Hires Executive Director

The Green Valley Initiative (GVI) has hired Craig Keys, a long-time expert in environmental policy, economic development and non-profit organizations, to spearhead the region's efforts to promote clean and green technologies in the Inland Empire.

Keys began his position with GVI last month, coming from a background in government affairs, nonprofit management, environmental policy, fundraising, marketing and other skills essential to the position. As executive director of the Green Valley Initiative, Keys will be responsible for providing strategic leadership, governmental relations, business outreach and fundraising and promotions related to GVI, its stakeholders and projects.

The Green Valley Initiative is a regional economic development plan to create jobs and enhance the quality of life for residents of Riverside and San Bernardino counties through the promotion of green technologies and industries. Visit www.greenvalleynow.org.

Hot Dog!...

continued from pg. 17

ing to save.

I guess you can say PETA's kryptonite is money. And stupidity.

PETA needs to take a long hard look in the mirror before they go and criticize restaurants, farmers, scientists and numerous other Americans for "mistreating" animals. What PETA has been doing is worse than killing animals for food and research.

PETA kills pets! Pets are adorable. Remember the little cats that go "I can has cheezburger?" and "Whoa.....shoodn't have eated that hippie."

PETA has no right to take in animals if they are just going to put most of them to death. They don't even give them proper burials with little puppy and kitty coffins. PETA turns them into PETA popsicles until they can cremate them.

Maybe they forgot what PETA stands for, confusing the E in their acronym for evil instead of ethical, yet they still have the audacity to pass judgment on the rest of the world. Hypocrisy at its ugliest.

from everyone. Know that there are always new ways to learn, improve, and get better. Be open to advice. Be open to learning a new skill and trying a job you haven't thought of before.

Also, be hungry: Seek out a mentor, take him to lunch and model his success. Think of his life as a blueprint you can follow. Continuously improve and seek out new ideas and new strategies.

"These are two very important H-words," says Gordon. "By remaining humble and hungry after my job loss, I was able to focus on and learn the things that made it possible for me to run a restaurant, write and speak. In short, being humble and hungry helped me achieve another great H-word: happiness!"

Of course, maybe you're not the one who's been laid off. Maybe it's your husband or wife or brother or sister or best friend. If so, says Gordon, your job is simply to encourage and love her, says Gordon. Tell her you believe in her every chance you get. Give her strength.

"I'm a lucky guy for a lot of reasons but one of them is that my wife did exactly this for me when I lost my job," reflects Gordon. "It made all the difference in the world. Just knowing that there is someone out there sending love and support your way can make the difficult days, weeks, and months following a layoff easier."

"Really, aren't we all in this boat?" he adds. "We all know someone who's lost his or her job. If you're wondering, what can I do for that person—well, the answer is to encourage, uplift and support him. It will not only bolster your loved one's spirits, it will make you feel good too. Leadership, after all, is a transfer of belief."

For more information, please visit www.jongordon.com.

RESTAURANT REVIEW

Wahoo...

continued from pg. 32

Orange County and give it a unique twist. They combined the fish taco with their Brazilian favorites and Asian inspired items. The brothers decorated the original restaurant with the donations of nearby surf companies and that's how Wahoo's Fish Taco was born. Wahoo's then quickly developed a loyal and steady



following, to where some locals came in daily and servers automatically knew what their customer would order.

In 1990, Steve Karfaridis, joined as a partner and the one location in Costa Mesa rapidly developed into multi-locations in Laguna Beach and Huntington Beach.

Inland Empire Wahoo Locations:

• Chino Hills
4505 Chino Hills Parkway
Chino Hills, CA 91709
(909) 393-5650

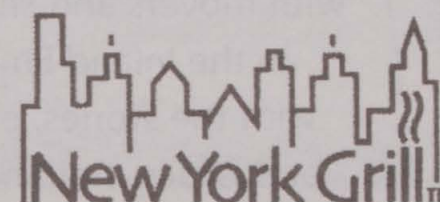
• Norco
1295 Hamner Ave.

Norco, CA 92860
(951) 270-0526

• Rancho Cucamonga
11561 Foothill Boulevard
Rancho Cucamonga, CA 91730

• Temecula
3556 Torrance Blvd., Ste. E
Torrance, CA 90503
(951) 694-4444

Since opening their doors, the original Wahoo's Fish Taco has never changed.



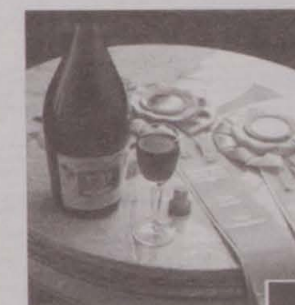
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Fri 11:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m.
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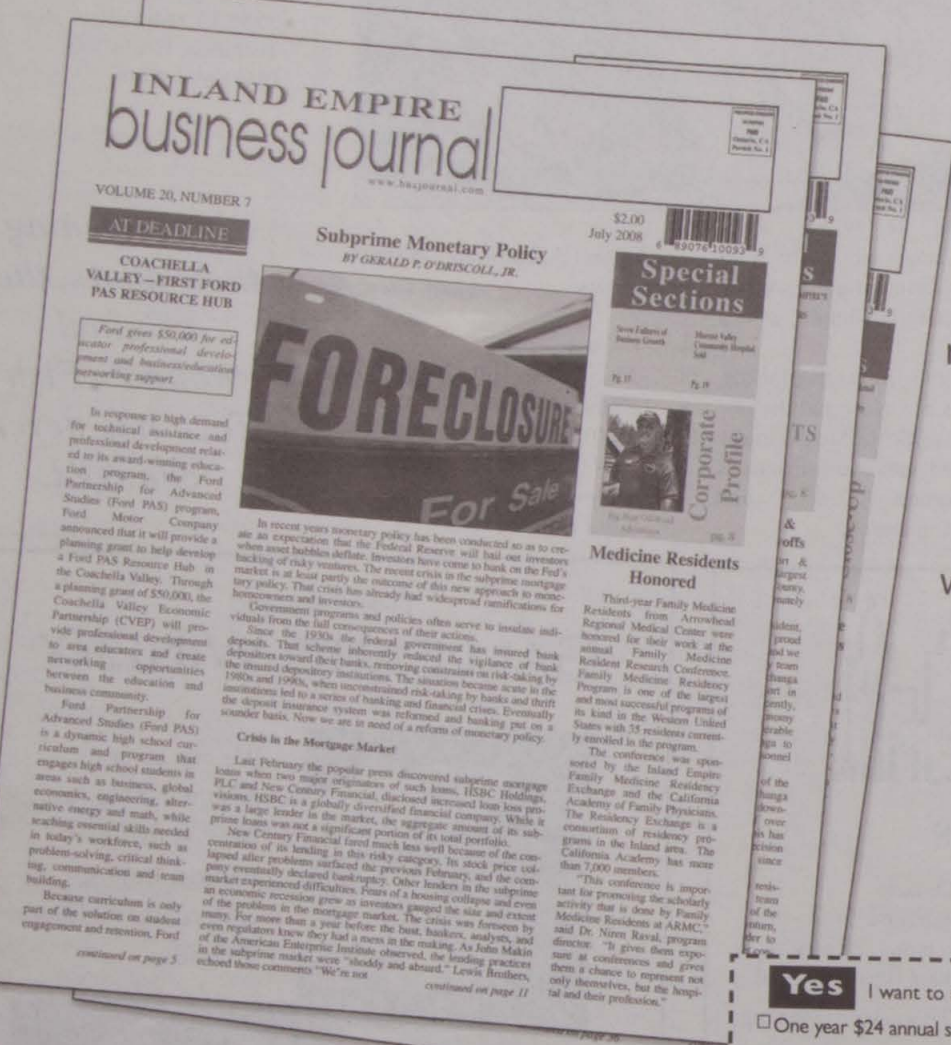
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Dental Plans

Ranked by Inland Empire Enrollment

Company Name Address City/State/Zip	Enrollment: Inland Empire Companywide	Dentists: Inland Empire Companywide	Parent Company Headquarters Year Founded I.E.	Services Offered	Top Local Executive Title Phone/Fax E-Mail Address
1. Delta Care USA 12898 Town Center Dr. Cerritos, CA 90703	323,000 23,588,000	2,932 30,519	Delta Dental San Francisco, CA 1955	HMO, PPO, Managed Fee-for-service	Mohammad Reza-Navid VP of Sales (562) 403-4040/924-8039 media@delta.org
2. Hospitality Dental Associates 164 W. Hospitality Ln. San Bernardino, CA 92408	124,000 Member/Patients	26	Hospitality Dental Associates San Bernardino, CA 1979	Network of Local Dentists, Can Assist with PPO's and Self-Insured Plans	Chad Tucker Administrator (909) 888-6919/888-0468 www.hospitalitydental.com
3. Safeguard Dental Plans 95 Enterprise Dr., Ste. 100 Aliso Viejo, CA 92656	61,453+ 1.8 million+	1,644 32,531+	Safeguard Health Enterprises, Inc. Aliso Viejo, CA 1974	Dental HMO, Dental Indemnity, Dental PPO, Network Leasing, Administrative Services, Vision	Mike Schwartz Vice President (949) 425-4300/389-9761 pmartin@metlife.com
4. United Concordia Companies, Inc. 21700 Oxnard St. #500 Woodland Hills, CA 91367	60,000 6,500,000	3,356 62,000	Highmark, Inc. Harrisburg, PA 1983	DHMO, PPO, ASO, Fee-for-Service	Jake Ingich (866) 357-3304/704-5033
5. Ameritas Managed Dental Plan 151 Kalmus Dr., Ste. J4 Costa Mesa, CA 92626	46,000 2,000,000	2,500 45,000	Ameritas Life Insurance Corp. Lincoln, NE 1886	HMO, PPO, Indemnity	Scott L. Lewyn Regional Vice President of Sales (714) 641-1800/(818) 907-9071
6. Dental Health Services 3833 Atlantic Ave. Long Beach, CA 90807	45,000 115,000	336 2,709	N/A Long Beach, CA 1984	Prepaid, Reimbursement, PPO, EMO	Josh Nace President (562) 595-6000/(206) 624-8755
7. Western Dental Services, Inc. 530 S. Main St. Orange, CA 92668	38,300 323,999	260 2,073	Western Dental Services, Inc. Orange, CA 1985	HMO	Samuel Gruenbaum President/CEO (800) 417-4444/(714) 480-3094 www.westerndental.com
8. Golden West Dental & Vision 5171 Verdugo Way Camarillo, CA 93012	25,704 268,241	868 10,045	N/A Camarillo, CA 1974	HMO, PPO, Indemnity, Dual Choice, Vision, TPA	Dena Allchin Account Executive (805) 987-8941/987-7491 marketing@goldenwestdental.com
9. Smile Saver Dental Plan 22144 Clarendon St. Woodhill Hills, CA 91367	N/A 375,000	418 5,000	GE Financial Assurance Schaumburg, IL N/A	HMO, PPO Dual Choice	Mark Johnson President (800) 333-9561/(949) 389-9752 mark.johnson3@gecapital.com
10. SmileCare Dental Group 9349 Foothill Blvd., Ste. B Rancho Cucamonga, CA 91367	na	12 65	CDS Irvine, CA 1993	HMO, PPO, Supplemental Insurance Plan	Mark Wilkins Dir. of Marketing and Sales (714) 850-3333/(714) 708-5399

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Nina DeMasi. Copyright 2009 by IEBJ.

Economic Rep...

continued from pg. 11

social assistance will grow by 400 jobs as organizations like Goodwill become more important.

SUMMARY

In 2009, the Inland Empire economy is forecasted to lose -82,600 jobs (-6.7%), after dropping -48,592 in 2008 (-3.8%), the region's worst performance in modern times. The steep decline will occur because the area's traditional competitive advantage in having large amounts of undeveloped land has become its major weakness since this downturn has fallen hardest on sectors that need inexpensive land: home development, manufacturing, logistics and non-residential construction. With the flow of funds into the inland area to workers in those sectors reduced, they can no longer spend as much with local retailers, restaurants and other such activities, spreading the pain. The Inland Empire's difficulties cannot be solved solely within it. They will require national solutions to the foreclosure crisis, the freezing-up of credit and the reduced national demand for goods and services.

FORECAST RISKS

The risks to this forecast appear tilted to the upside. If the federal stimulus package works better than expected, inland manufacturing and infrastructure construction will increase more than forecast-

ed. The extension of unemployment benefits may allow more families than expected to continue supporting themselves. These activities could fill more of the \$8.6 billion hole in our economic base than anticipated. In this area, perhaps the stimulus's tax cuts will not be as badly offset by the state's tax increases as expected. If the stimulus keeps more teachers and other government workers employed than is forecasted, it will stop the hole from deepening. If efforts like TALF unfreeze credit markets sooner rather than later, they will more rapidly increase auto, student, consumer and small business spending in the area. If federal mortgage strategies reduce foreclosures quicker than expected, that could revive some residential activity in 2009.

On the downside, the risk is that the federal government will lack the will to make its stimulus efforts work. If action is not taken to reduce foreclosures, inland residential construction could be dormant for years. If the stimulus is not large or effective enough, it will not fill a big part of the hole in the economic base, worsening the anticipated 2009 declines in manufacturing and construction. If the financial freeze is not thawed, consumers and businesses will be unable to borrow, further harming auto dealerships, homebuyers, schools and small firms.

For further information on the economic analysis in the QER, visit Dr. John Husing's Website at www.johnhusing.com.

MANAGER'S BOOKSHELF

"Investing in a Sustainable World: Why GREEN Is the New Color of Money on Wall Street,"

By Matthew J. Kiernan, Ph. D.; AMACOM, New York, New York; 2009; 300 pages; \$27.95

If you have watched your 401(k) shrink to a 201(k) during this economic crisis, remember that investment figures recover before unemployment figures improve. And, investments seem to be looking up.

These days one of the much-touted areas for those who still have (or hope to have) money available to invest are talking about "green" opportunities. The more sophisticated members of this group call it investing in companies who are focused on "sustainability." In this context economic sustainability means that business will operate in a way, now or in the future, that is focused on solving environmental and social issues. They may be product related and able to solve both.

In the "newspeak" of this rapidly evolving field, environmental and social techniques, services, and products are simply called ES. Environmental, social, and corporate governance are tagged with the label ESG. Greenhouse Gas Emissions are styled GHE and Greenhouse Gas Risk Solutions are shortened to GHGRS.

The author, Dr. Matthew J. Kiernan, is the founder and CEO of Innovest Strategic Value Advisors, Inc. one of the top ranking sustainability investment research firms anywhere. He is an advisor to governments and has spoken regularly to the World Economic Forum at Davos, Switzerland.

The combination of high level scientific and engineering, investment and financial, plus managerial and government experiences may well explain why there are so many

acronyms and shorthand phrases that seem hard to understand. Even though Dr. Kiernan does a good job of clearly making the case for investment in ES wherever he can, there are times when his clarity is less than crystalline. For example: "One of the most enduring—if sterile—debates in academic finance circles concerns this "Efficient Markets Hypothesis" (EMH). Proponents of the EMH, such as the University of Chicago's Eugene Fama, argue that markets are indeed highly efficient and that therefore stock prices fully and rapidly reflect all the available and material information about companies."

To balance that, however, Dr. Kiernan uses clear concise language to describe how one aspect of the current financial mess, sub-prime mortgage loans, triggered our current money meltdown. Dr. Kiernan spends the first half of the book on what he calls a, "breathless tour of 11 of the most powerful sustainability trends confronting international investors today. Each of them is likely to be persistent, and each creates both risks and opportunities. None of them is likely to disappear any time soon, so forward-looking investors had better get used to them. To the extent that they do so, we believe that serious inroads can in fact be made in combating and reversing their harmful effects. And here's the best part: investors can actually generate superior returns while they're doing so!"

The book goes on to make the point that "corporate sustainability is rapidly becoming the new competitive ortho-

doxy...." In addition, far from ignoring the risk of investing in sustainability, Kiernan confronts it. He notes that backlash against Exxon, Royal Dutch Shell, as well as several pharmaceutical companies in recent years have soiled otherwise good reputations. He goes on to make the case, however, for the upside opportunities, citing numerous examples and case histories

"Investing in a Sustainable World" is clearly an important book, well presented, and very well written. Although Dr.

Kiernan periodically dips into a well of obscure terms, it's likely that his words will grow in clarity as the world adapts to the changes brought about by organizational sustainability through a blend of private investment and public support.

The book is a banquet of fresh ideas and optimistic opportunities at the cost of a good dinner. It's a refreshing new beginning.

--Henry Holtzman

Bestselling Business Books

Here are the current top 10 bestselling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "Outliers: The Story of Success," by Malcolm Gladwell (Little, Brown & Co...\$27.99) (1)*
Why the cause of success can be linked to where you were born.
2. "Suze Orman's 2009 Action Plan," by Suze Orman (Spiegel & Grau...\$9.99) (4)
Suze offers her classic advice for survival in tough times.
3. "The Great Depression Ahead: How to Prosper in the Crash Following the Greatest Boom in History," by Harry Dent (Simon & Schuster)(2)
How to survive the real economic land mines of mid-2009.
4. "Hot, Flat, and Crowded: Why We Need a Green Revolution - and How It Can Renew America," by Thomas L. Friedman (Farrar, Straus and Giroux...\$27.95) (3)
Why and how "green alternatives" can save the planet and the USA.
5. "Lords of Finance: The Bankers Who Broke the World," by Liaquat Ahamed (Penguin Group...\$32.95) (6)
How four bankers after World War I set the stage for disaster.
6. "Bad Money, Reckless Finance, Failed Politics, and the Global Crisis of American Capitalism," by Kevin Phillips (Penguin Group...\$25.95) (5)
How the global economy dropped into an intensive care situation.
7. "Strengths-Based Leadership," by Tom Rath and Barry Conchie (Gallup Press...\$24.95) (6)
Strengths that build better leaders and more committed followers.
8. "House of Cards: A Tale of Hubris and Wretched Excess on Wall Street," by William D. Cohan (Knopf Doubleday...\$27.95)**
How Bear Stearns couldn't fail to make money until it did.
9. "Getting Things Done: The Art of Stress-Free Productivity," by David Allen (Viking Penguin...\$15.00)**
Relaxation is the author's secret to increased productivity.
10. "Go Put Your Strengths to Work: Six Powerful Steps to Achieve Outstanding Performance," by Marcus Buckingham (The Free Press...\$30.00) (10)
How to identify and use your unique strengths at work.

*(1) -- Indicates a book's previous position on the list.

** -- Indicates a book's first appearance on the list.

Increase Your...

continued from pg. 7

partners, and customers rate you on trust. You could even have them fill out the trust meter for you. With this feedback, you will know where you stand and can make adjustments. All too often, trust is undermined and the company and its leaders are the last to know, and this can be disastrous. If you are the first to know, you can make corrections before it is too late. This also shows everyone that relationships and mutual trust are not just words, they are imperatives.

Trust Provides a Big Advantage in Any Economy

Too often, customer service and support are cut back when the economy heads south. People are laid-off with no warning or support. Face-to-face customer meetings are cut back or canceled. But this is a time to do the opposite.

When things are bad, relationships become more important! Doing things better stands out more. Becoming a trusted advisor versus a sales person stands out. Going the extra mile is more unique.

When you increase trust, your relationships will deepen. This will allow you to bring about change faster and more effectively, and to improve your business.

For more information, please visit: www.burrus.com.

Restaurant...

continued from pg. 39

Date Closed: 2/3/09

Date Reopened: 2/4/09

Reason for Closure: Lack of Hot Water

Subway 3395

955 S. E Street

San Bernardino, CA 92408

Date Closed: 1/21/09

Date Reopened: 1/26/09

Reason for Closure: Lack of Hot Water

Roma Express...

continued from pg. 44

ionable. At that time, Via Veneto was a suburban street, nothing more than a connecting road for promenades by carriage through the quaint Roman countryside. The street was characterized by small informal restaurants where wine from "Castelli" (an area on the outskirts of Rome) was served. It was an ambitious enterprise building a big luxury hotel with 200 rooms in a suburban area, and could be thought of as rash and absurd when the period and location are taken into consideration. But the hotel became an instant success. It was one of the leading hotels in the 1920s. Thanks to its appeal, Via Veneto saw the growth of fashionable cafes, bookshops and night clubs.

Of course, the hotel had many restorations throughout the years—total restoration was completed in 2000. The guest rooms have been brought back to their original splendor and equipped with the latest technological updates. Today the hotel counts 316 rooms.

An upscale hotel would not be complete without a restaurant serving creative and elegant Italian delicacies. The Doney Restaurant fits the bill here offering outdoor dining on Via Veneto. A Mediterranean cruise is offered based on fresh and light products, such as the fresh pasta, vegetables and fish.

On the 6th floor we glanced at the gym, complete with fitness equipment, jacuzzi, sauna, steam room and shower. We had to pass since we had a good workout during the day with all our walking. However, we did stop to have a nightcap on the 6th floor terrace with their outdoor bar. It was a beautiful evening with nightlife views.

The next morning we found our driver and headed back to Lucca, our temporary home in Italy. Hoping that our coins in the Trevi fountain would bring us back, we all exclaimed, "Arrivaderci Roma," which means it's too much to see in two days, so we'll have to come back another time.

Editor's Note: An upcoming article on Florence will be published in the June issue.

Commentary...

continued from pg. 12

legislators feel better about violating their promises not to raise taxes. This ridiculous waste of ballot space allowed some legislators to pretend that they got something in return for supporting large tax increases.

Proposition 1F does not really change anything. It prohibits constitutional officers and legislators from receiving pay raises in deficit years. The salaries for these elected officials are set by the California Citizens Compensation Commission (not the Legislature), and that commission has never increased salaries in a deficit year anyway.

Proposition 1F does not even accomplish what it pretends to do. Pay increases, when they are authorized by the commission, do not take effect until after the next election. So they are not likely to have any influence on any legislator's vote.

And even if this measure did influence a legislator's vote on the budget I would be very disappointed. For that would mean that some Republican or Democrat voted against their constituents' interests and their own conscience because of a potential pay raise.

I share the outrage that many voters have toward our state's dysfunctional budget process. I do not believe that "deficit years" should be allowed to exist at all, since our spending should decline whenever revenues decline. However, Proposition 1F does nothing to improve that situation. All it does is allow a few legislators to pretend that they got something valuable in return for breaking their campaign promises. We get to pay tens of billions of dollars in new taxes while they brag that future legislators might not get raises, maybe.

I would urge a "NO" vote on Proposition 1F.

The Drucker...

continued from pg. 20

tion from subsistence farming to commercial agriculture.

About the Drucker Institute

The Drucker Institute at Claremont Graduate University is a think tank and action tank whose purpose is to stimulate effective management and ethical leadership across all sectors of society. It does this, in large part, by advancing the ideas and ideals of Peter F. Drucker, the father of modern management.

The institute acts as a hub for a worldwide network of Drucker Societies: volunteer-driven organizations that are using Drucker's teachings to bring about positive change in their local communities.

In addition, the institute maintains a digital archive of Drucker's papers; undertakes research that builds on Drucker's writings; offers an annual \$100,000 prize for nonprofit innovation; produces curricular material that distills Drucker's decades of leading-edge thinking; applies Drucker's work to current events (including through a regular online column in *BusinessWeek* by Institute Director Rick Wartzman).

The institute is a close affiliate of the Peter F. Drucker and Masatoshi Ito Graduate School of Management. For more on the institute and its programs, go to www.druckerinstitute.com.

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TILE OUTLET & STONE
4651 HOLT BLVD., STE. A
MONTCLAIR, CA 91763

TORRES PALLETS
14144 SANTA ANA AVE.
FONTANA, CA 92337

TOTAL NAIL - TAN & HAIR
707 W 2ND ST., STE. I & J
SAN BERNARDINO, CA 92410

TWO SISTERS TRUCKING
7747 GRAPE ST.
HIGHLAND, CA 92346

UPLAND NAILS
130 S. MOUNTAIN AVE.,
STE. Q
UPLAND, CA 91786

US NAIL & SPA
815 W. HOLT BLVD.,
STE. 404
ONTARIO, CA 91762

WALNUT HEALTH MASSAGE
16225 WALNUT ST.,
STE. 1
HESPERIA, CA 92344

WONDER GARDEN
73511 TWENTYNINE PALMS HIGHWAY
TWENTYNINE PALMS, CA 92277

WORLDWIDE INDUSTRIES
10013 8TH ST., STE. A
RANCHO CUCAMONGA,
CA 91730

YOURAROMASTORE
371 AUSTIN WAY
UPLAND, CA 91786

Z G (ZEN GREEN) LANDSCAPE MAINTENANCE
425 WALNUT AVE.
REDLANDS, CA 92373

3X SIGNS & DESIGNS
183 E. 18TH ST.
SAN BERNARDINO, CA 92404

ACCORD REALTY, INC.
1709 CORONADO ST.
NEEDLES, CA 92363

AE HARDWARE
14586 CENTRAL AVE.
CHINO, CA 91710

ALL 50 STATES TIRE SERVICE AND SALES
16776 VALLEY BLVD.,
STE. 1
FONTANA, CA 92335

AMEERCO SALES & LEASING
1334 N. BENSON AVE.,
STE. C
UPLAND, CA 91786

ANDRADE TRUCKING
1647 S. PALM AVE.
ONTARIO, CA 91716

ANGELITAS CLEANING SERVICES
16570 BATSON PL.
VICTORVILLE, CA 92395

ANSA EQUIPMENT LEASING
8424 JENNET ST.
RANCHO CUCAMONGA,
CA 91701

***APARTMENT PRO SERVICES**
1013 N. ARCHIBALD AVE.,
STE. G
ONTARIO, CA 91764

BADDABLING
7392 OLYMPIA AVE.
FONTANA, CA 92336

BARA CONSTRUCTION
1152 DEVORE RD.
DEVORE, CA 92407

NEW BUSINESS County of San Bernardino

BARNA SOLUTIONS
268 N FAIRWAY DR.
LAKE ARROWHEAD, CA 92352

BEHR FASTENER SUPPLY
33045 EAGLE POINT DR.
YUCAIPA, CA 92399-3461

BIG BEAR LAKE MEDICAL GROUP, INC.
41930 GARSTIN DR.
BIG BEAR LAKE, CA 92315

BO BO'S PIZZERIA
202 E. 40TH ST.
SAN BERNARDINO, CA 92404

CACHAREL'S THEMES AND DREAMS
14757 NOVA SCOTIA
FONTANA, CA 92336

CBS INTERNATIONAL, INC.
21050 CARDOVA RD.
APPLE VALLEY, CA 92307

CC PROPERTIES
16242 MAGNOLIA WAY
FONTANA, CA 92336

CRUZ DEVELOPMENT COMPANY, INC.
2094 N WATERMAN AVE.
SAN BERNARDINO, CA 92404

KEANE, ANNE
25416 LAS PALOMAS DR.
MORENO VALLEY, CA 92557

ZUPPARDO, DAN
12132 VISTA DE CERROS
MORENO VALLEY, CA 92555

FRUGOS YOGURT
341 EAST ALESSANDRO BLVD., STE. 1D-2
RIVERSIDE, CA 92508

KOO, SEAWAN
209 NORTH MAGNOLIA AVE., STE. D
ANAHEIM, CA 92801

STACY'S COMPLETE CLEANING SERVICE
6050 FREMONT ST.
RIVERSIDE, CA 92504

BOWEN, STACY DENISE
6050 FREMONT ST.
RIVERSIDE, CA 92504

CALIFORNIA WOODWORKING
6519 CLAY ST.
RIVERSIDE, CA 92509

KROHM, JEFFREY DAVID
6519 CLAY ST.
RIVERSIDE, CA 92509

LOPEZ, LILIA
2952 SUMMERFIELD LN.
RIVERSIDE, CA 92503

CORONA'S MULTI-SERVICIOS
3848 MCKINLEY ST.
CORONA, CA 92878

CORONA ROSAS, LETICIA
1138 W. WALNUT AVE.
ORANGE, CA 92868

D'AUTOMAN
18865 VALLEY BLVD.
BLOOMINGTON, CA 92316

EPIC ROOFING SOLUTIONS
191 EAST 34TH ST.
SAN BERNARDINO, CA 92404

EQUITY 1 DBA. ROD CRISTIAN PIZARRO
14240 ST. ANDREWS DR.
VICTORVILLE, CA 92395

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101 N. NINTH AVE.
UPLAND, CA 91786

FIND WATER FIRST
7572 BUENA VISTA DR.
RANCHO CUCAMONGA,
CA 91730

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8623 CITRUS AVE.
FONTANA, CA 92335

GRINDER HAVEN
724 WEST HOLT BLVD.
ONTARIO, CA 91762

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1250 WEDGEWOOD CT.
RIALTO, CA 92376

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RIVERSIDE, CA 92503

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MORENO VALLEY, CA 92553

SEK, MONICA
27355 STONEHENGE CR.
HEMET, CA 92544

MORENO FAMILY DONUT
24541 ALESSANDRO BLVD.
MORENO VALLEY, CA 92553

BRUTAL TACTICS
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RIVERSIDE, CA 92503

LOPEZ, CARLOS DANIEL
2952 SUMMERFIELD LN.
RIVERSIDE, CA 92503

LOPEZ, LILIA
2952 SUMMERFIELD LN.
RIVERSIDE, CA 92503

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1138 W. WALNUT AVE.
ORANGE, CA 92868

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2596 BASELINE RD.
RIALTO, CA 92316

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13576 COACHELLA RD.
APPLE VALLEY, CA 92308

LATTER RAIN SPRINKLER SERVICE
12542 NORTON AVE.
CHINO, CA 91710

LEFFS THRIFT & NEW
8586 SIERRA AVE.
FONTANA, CA 92335-3840

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12353 MARIPOSA RD.,
STE. S-F3
VICTORVILLE, CA 92395

MALACHI INDUSTRIES
1326 BUTLER WAY
UPLAND, CA 91786

MCADAM FAMILY CHILD CARE
13576 COACHELLA RD.
APPLE VALLEY, CA 92308

MEDICINE WOMAN CHIROPRACTIC FOR WOMEN
56872 29 PALMS HWY.
YUCCA VALLEY, CA 92284

QUALITY TREE SERVICE
1124 W. WINSLOW ST.
UPLAND, CA 91786

REDLANDS MOBILE LUBE
N TUNE
1744 KINGSTON CR.
REDLANDS, CA 92374

CRYSTALZ SPECIALIZED MERCHANDISING
3552 MORNING STAR LN.
NORCO, CA 92860

ZAZUETA, CRYSTAL MARIE
3552 MORNING STAR LN.
NORCO, CA 92860

SMOOTH EDGE
43062 CALLE VENTURA
TEMECULA, CA 92592

CHECKOS, BRANDIN THEODORE
43062 CALLE VENTURA
TEMECULA, CA 92592

ROGER'S HOME, INC.
27180 ROGER ST.
HEMET, CA 92544

ROGER'S HOME, INC.
27180 ROGER ST.
HEMET, CA 92544

TAYLOR MADE EVENTS
42365 WESTAR CT.
TEMECULA, CA 92562

SIMON, RENEE MICHELLE
42365 WESTER CT.
MURRIETA, CA 92562

DUKE'S STEAKHOUSE
360 NORTH SAN JACINTO
HEMET, CA 92543

MIRADISI ENTERPRISES
11651 BRINDISI WAY
RANCHO CUCAMONGA,
CA

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County of Riverside

ANGELES CLEANING SVC
32943 EDINBOROUGH WAY
MENIFEE, CA 92584

ANGELES, CORAZON
DELA CRUZ
32943 EDINBOROUGH WAY
MENIFEE, CA 92594

SUDSY PUPPY
32857 TAYLOR ST.
WINCHESTER, CA 92596

ANGELES, GRIEJO
CORNEJO
32943 EDINBOROUGH WAY
MENIFEE, CA 92584

DURHAM, AMELIA
YASMIN
32857 TAYLOR ST.
WINCHESTER, CA 92596

SUDSY PUPPY
32857 TAYLOR ST.
WINCHESTER, CA 92596

DURHAM, JOSEPH
SAMUEL
32857 TAYLOR ST.
WINCHESTER, CA 92596

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PRESSURE WASHING
1972 DAWN RIDGE DR.
CORONA, CA 92882

FARIAS PANTOJA, ISRAEL
1972 DAWN RIDGE DR.
CORONA, CA 92882

LITTLE WOMEN CAFE
691 RAMONA BLVD.
SAN JACINTO, CA 92583
RIVERSIDE

YBANEZ, JOSE LUIZ
781 PICCADILLY SQ.
HEMET, CA 92544

UPDOWN GOLF
46233 DRYMEN AVE.
TEMECULA, CA 92592

LUCERO, JEFFREY
46233 DRYMEN AVE.
TEMECULA, CA 92592

COUNTRYWIDE HOME
LENDING
1135 VIA BLAIRO
CORONA, CA 92879

ALEN, DAVID PRESTON
2379 STEVEN
CORONA, CA 92879

SIMS, MICHAEL STANLEY
1135 VIA BLAIRO
CORONA, CA 92879

ARLINGTON ARCO
8970 ARLINGTON AVE.
RIVERSIDE, CA 92503

DEVINE PETRO INC.
8970 ARLINGTON AVE.
RIVERSIDE, CA 92503

JULIOS A.C.
1364 YUKON AVE.
PERRIS, CA 92571

MARTINEZ, JULIO
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PERRIS, CA 92571

CEVA PRODUCTIONS
45886 DAVIANA WAY
TEMECULA, CA 92592

SCHLEMMER,
PETER-MICHAEL
45886 DAVIANA WAY
TEMECULA, CA 92592

PHILLIP'S PAINTING
3154 WISHING WELL CT.
MIRA LOMA, CA 91752

RAMIREZ RAMIREZ,
PHILLIP
3154 WISHING WELL CT.
MIRA LOMA, CA 91752

STOP FORECLOSURE
5349 OLIVEWOOD AVE.
RIVERSIDE, CA 92506

PATRICIO INVESTMENT
GROUP
5349 OLIVEWOOD AVE.
RIVERSIDE, CA 92506

LIZ HAIR SUPPLY AND
SALON
546 INDIAN CIRCLE DR.,
STE. F
PERRIS CA 92570

MENDOZA, LIZBETH
ARACELY
11712 PARK CENTER DR.
MIRA LOMA, CA 91752

MASSIE DIAGNOSTI
IMAGING
42055 LIBERTY DR.
HEMET, CA 92544

LEMOINE-MASSIE,
ENRIQUETA
42055 LIBERTY DR.
HEMET, CA 92544

MASSIE, WILLIAM
LLOYD
42055 LIBERTY DR.
HEMET, CA 92544

POWELL PROPERTY
MAINTENANCE
42125 CHENOPOD DR.
HEMET, CA 92544

WORLDWIDE 1ST
MORTGAGE
32493 BUENA VENTURA RD.
WINCHESTER, CA 92596

MARTINEZ, ROBERT
MICHAEL
32493 BUENA VENTURA RD.
WINCHESTER, CA 92596

JASON P. JAMES
22096 MY WAY ST.
PERRIS, CA 92570

JAMES, JASON PATRICK
22096 MY WAY ST.
PERRIS, CA 92570

PISCAN ASSOCIATES
SPRINT STORE
24635 MADISON AVE.,
STE. D
MURRIETA, CA 92562

NOCERO, LISA LEA HUNT
23260 JOAQUIN RIDGE
MURRIETA, CA 92562

HUEMAN SOCIETY, LLC
27185 COMWELL ST.
SUN CITY, CA 92586

HUEMAN SOCIETY, LLC
26025 NEWPORT RD.,
STE. A483
MENIFEE, CA 92584

CAL I.E. INK
22143 VALLEY TERRACE
WILDOMAR, CA 92595

CURTNER, LISA MARIE
22143 VALLEY TERRACE
WILDOMAR, CA 92595

CURTNER, MICHAEL
CHRISTOPHER
22143 VALLEY TERRACE
WILDOMAR, CA 92595

CURTNER, MICHAEL
CHRISTOPHER
22143 VALLEY TERRACE
WILDOMAR, CA 92595

PECKERWOOD INK
22143 VALLEY TERRACE
WILDOMAR, CA 92595

T & A CLOTHING
22143 VALLEY TERRACE
WILDOMAR, CA 92595

TRIPLE R CONSULTING
10115 VICTORIA AVE.
RIVERSIDE, CA 92503

ROGGED ROBIN RANCH,
INC.
10115 VICTORIA AVE.
RIVERSIDE, CA 92503

B-B-Q DELICIOUS
1053 ASHTON PL.
PERRIS, CA 92571

DOUGLAS, ADLAIRE
DENINE
1053 ASHTON PL.
PERRIS, CA 94571

RAINY-WARD, CAREN
DEANN
1123 BLUESTEM TRAIL
PERRIS, CA 92571

YOUNG, KIM DANNA
43735 ORINOCO LN.
HEMET, CA 92544

PROKLEEN CA
4937 LOCOMOTIVE LN.
RIVERSIDE, CA 92504

UDC INVESTMENT
HOLDINGS INC.
4937 LOCOMOTIVE LN.
RIVERSIDE, CA 92504

INK JUNKY TATTOO
CLOTHING
11140 DAVENPORT PL.
RIVERSIDE, CA 92505

GUZMAN, ELVIS
11140 DAVENPORT PL.
RIVERSIDE, CA 92505

J & J MOTORS
5909 JURUPA AVE.,
STE. R
RIVERSIDE, CA 92504

SANCHEZ, JOSE MIGUEL
ORTEGA
3100 VAN BUREN BLVD.,
STE. 11
RIVERSIDE, CA 92503

J & J MOTORS
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RIVERSIDE, CA 92504

SANCHEZ, JUAN RAMON
28090 MISSOURI TRIAL
PERRIS, CA 92570

LIFE MADE EASY
40767 OPHIR CANYON ST.
INDIO, CA 92203

GALIC, KENDRA MICHON
40767 OPHIR CANYON ST.
INDIO, CA 92203

HEARING AID
HEALTHCARE
44630 MONTEREY AVE.,
STE. 100
PALM DESERT, CA 92260

H L H AND ASSOCIATES
INC.
44630 MONTEREY AVE.,
STE. 100
PALM DESERT, CA 92260

ESCROW PLUS, A
NON-INDEPENDENT
BROKER ESCROW
70005 MIRAGE COVE DR.
RANCHO MIRAGE, CA
92270

HILGENBERG REALTY,
INC.
70005 MIRAGE COVE DR.
RANCHO MIRAGE, CA
92270

MARIVIC'S SCRUBS &
MORE
81-557 DR. CARREON
BLVD., STE. B-3
INDIO, CA 92201

ORTIZ-LUIS, MARIVIC
DALISAY
41-549 NAPOLI ST.
INDIO, CA 92203

MARIVIC'S SCRUBS &
MORE
81-557 DR. CARREON
BLVD., STE. B-3
INDIO, CA 92201

ORTIZ-LUIS, RUEL
CASTRO
41-549 NAPOLI ST.
INDIO, CA 92203

SANCTUARY RESORT &
SPA
1100 PALM DR.
DESERT HOT SPRINGS, CA
92240

INVESTORS HOSPITALITY
MANAGEMENT LLC
4607 LAKEVIEW CANYON
RD., STE. 562
WESTLAKE, CA 91361

ALL PRO CLEAN POOL
TECHS
131 S FARRELL DR.
PALM SPRINGS, CA 92262

ROBINSON, CAROLYN
131 S FARRELL DR.
PALM SPRINGS, CA 92262

FIVE STAR MASSAGE
78-650 AVE., STE. 1308
BERMUDA DUNES, CA
92203

PARAZETTE, CALEB
MORGAN
78-650 AVE., STE. 1308
BERMUDA DUNES, CA
92203

SHIELDS, KIRSTIN NICOLE
78-650 AVE., STE. 1308
BERMUDA DUNES, CA
92203

SBG ENTERTAINMENT
82334 SUNRISE CT.
INDIO, CA 92201

LOPEZ, GABRIEL
ARMANDO
82334 SUNRISE CT.
INDIO, CA 92201

SBG ENTERTAINMENT
82334 SUNRISE CT.
INDIO, CA 92201

LOPEZ, TIA JOE
82334 SUNRISE CT.
INDIO, CA 92201

H20 SOLUTIONS POOL
SERVICES
50365 JALISCO AVE.
COACHELLA, CA 92236

REYES, ASAEI ISAI
50365 JALISCO AVE.
COACHELLA, CA 92236

COACHELLA VALLEY
GREEN
79417 NUEVO DR.
LA QUINTA, CA 92253

GOTTBERG, KATHY LEE
79417 NUEVO DR.
LA QUINTA, CA 92253

GOTTBERG, THOMAS
GLEN
79417 NUEVO DR.
LA QUINTA, CA 92253

TG COMMERCIAL REAL
ESTATE SERVICES
79417 NUEVO DR.
LA QUINTA, CA 92253

CARBAJAL, FELIPE
ACEVES
35325 DATE PALM DR.,
STE. 243
CATHEDRAL CITY, CA
92234

NEW ERA 09
2601 S. BROADMOOR,
STE. 73
PALM SPRINGS, CA 92264

ALLSEITS, FRANK
RUDOLF
2601 S. BROADMOOR,
STE. 73
PALM SPRINGS, CA 92264

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CATHEDRAL CITY, CA
92234

CORADO, JOSUE AMOS
31760 AVE XIMINO
CATHEDRAL CITY, CA
92234

J & B INSURANCE
1030 6TH ST., STE. 6
COACHELLA, CA 92236

MADRID, JORGE
ALBERTO
82-548 TUSCANY LN.
INDIO, CA 92203

RUSSELL-GLYNN AND
ASSOCIATES
814 N. HIGH RD.
PALM SPRINGS, CA 92262

GRIECO, PATRICIA
814 N. HIGH RD.
PALM SPRINGS, CA 92262

GRIECO, RUSSELL
HAROLD
814 N. HIGH RD.
PALM SPRINGS, CA 92262

ZIP
814 N. HIGH RD.
PALM SPRINGS, CA 92262

GRIECO, PATRICIA
814 N. HIGH RD.
PALM SPRINGS, CA 92262

ZIP CLEAN-UP
814 N. HIGH RD.
PALM SPRINGS, CA 92262

HELPING HANDS
74-290 GOLETA AVE.
PALM DESERT, CA 92260

FORERO, INES
74-290 GOLETA AVE.
PALM DESERT, CA 92260

FULL CIRCLE WEB
SOLUTIONS
42525 WISCONSIN AVE.
PALM DESERT, CA 92260

BALL, CARL EUGENE
42525 WISCONSIN
PALM DESERT, CA 92211

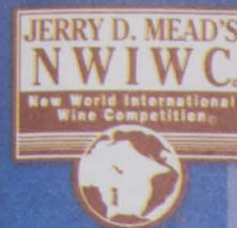
BEVERLY HILLS REAL
ESTATE COMPANY
69655 19TH AVE.
DESERT HOT SPRINGS, CA
92241

TROTOCHAU, ROBIN
SHERRIE
69655 19TH AVE.
DESERT HOT SPRINGS, CA
92241

ELITE CONSTRUCTION
BUILDING SERVICES
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PALM DESERT, CA 92211

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PALM DESERT, CA 92211

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Visiting Rome in Two Days

By Ingrid Anthony

Rome was not built in a day—however, you can visit its “must see” beautiful structures in two days with a great pair of walking shoes and some determination. History and its culture oozes here, and the people are friendly and cheerful. It's the very cradle of human civilization with its many landmarks to behold. It's no wonder that it's listed as one of the top destinations in the world.

I had the fortune to visit Italy this last March but could only stay one week. My group landed in Florence and stayed in a villa near Lucca. Our mission was to visit Rome, Florence, Siena, Pisa and San Gimignano. We were determined to experience as much of Italy as we could in one week.

Since March is typically rainy in Italy, we were pleasantly surprised that it was sunny—luck and fortune were on our side. I have to say it's not much fun touring in the rain, so planning when the weather is sunny, but not hot, would be an ideal time to visit Italy. April through June or September and October are the best times to visit.

Our trip from Lucca to Rome by car was three and a half hours (by train it would have been the same amount of time); however, the car trip was a bonus since we were able to see the sites along the way up close and stop where we pleased. Our plan was to allow two days for visiting the main sights and stay overnight in a great hotel. For this two day get-a-way, we wanted to visit the recommended tourist spots—the true treasures of Rome. One day was planned for visiting the Vatican and the Sistine Chapel and the following day reserved for the walking tour.

We strolled the Vatican museums with over nine miles of the most extensive collection of art in the world. We explored the Sistine Chapel and experienced Michelangelo's famous “Creation of Adam,” and wandered through St. Peter's Basilica and was humbled by

the imposing beauty of Michelangelo's Le Pieta. Awestruck by all this beauty, we knew these memories would last a lifetime.

Our walking tour was an

an audio tour.

From the Colosseum we headed for the Pantheon, the best preserved of all Roman buildings, and perhaps the best preserved building of its age in



The Colosseum in Rome

adventure with plenty to see. Our starting point was the Roman Colosseum. It is a symbol of Imperial Rome and its breakthrough achievements in engineering. Capable of seating 50,000 spectators, the Colosseum was used for gladiatorial contests and public spectacles. It has been estimated that about 500,000 people and over a million wild animals died in the Colosseum games. That is a sight we were all glad not to have witnessed. You can spend about two hours there and headsets may be rented for

the world. It's the oldest standing domed structure in Rome. (There are signs in Rome giving directions to all its famous sites—making it simple for us tourists.) The Pantheon has been enormously influential in western architecture from at least the Renaissance on to the present. The California State Capitol in Sacramento is a good example. The list for other examples is endless.

On with the tour to Trevi Fountain, the most famous and arguably the most beautiful fountain in all of Rome. This



The Westin Excelsior in Rome

fountain dominates the small Trevi square located in the Quirinal district. In 1732, Pope Clement XII commissioned Nicola Salvi to create a large fountain at the square. It was halted for a short time but completed in 1762. The square is crowded with tourists, and legend has it you will return to Rome if you throw a coin into the water. However, you should toss it over your shoulder with your back to the fountain—three times and it is guaranteed.

Now onward to the famous Spanish Steps (Piazza di Spagna), another famous image in Rome. In the Renaissance period, the square was the most popular tourist attraction in the city; it attracted artists and writers alike and was full of elegant hotels, inns and residences. At the end of the 17th century, it was called Trinita dei Monti, after the church that dominates the square from above, but it was later given the name we know today after the Spanish ambassador who lived there. Visitors enjoy gazing at the Roman Baroque style of the steps. In the spring the ramps of the staircase are literally covered with flowers and the colors are magnificent.

We headed up the steps and walked to our final destination—our hotel—and thoughts were focused on good food and some rest. Our hotel, The Westin Excelsior, should be included in the “must see” sights in Rome. A few minutes away from the central Spanish steps and the Borghese Gardens, The Western Excelsior is located on Via Vittorio Veneto considered one of the most prestigious streets of the capital. It has hosted past celebrities as Joan Crawford, Orson Wells, Liz Taylor, Richard Burton, and more recently, Kevin Costner, Will Smith, Jim Carey and many others.

The hotel's opening date goes back to Jan. 17, 1906, long before Via Veneto became fashionable.

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